# 15¢

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, 15 Single copies, 15 Entered as accond-class matter December, 22, 1905, at the Fost Uffice at New York, N. Y., under the act of March: 3. COLYMICHT, 1938, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 129 No. 12

NEW YORK, WEDNESDAY, MARCH 2, 1938

56 PAGES

# ECONOMY VS. HOLLYWOOD

# Point to Two Who Own Mink Coats

By JOHN HURLEY

Easy going tride of press agentry
has attracted at least 53 women to its
ranks. This number represents an
important part of the total number
of publicists of both sexes in N. Y.
and is continuously increasing. Appearance on the scene of S.A. pa.'s
noticeable numbers is comparatively new. But the reasons for it
aren't.

inoticeasie humbers is comparatively new. But the reasons for it aren't.

On analysis, the attraction is generally reversion to the eternal feminine, although the girls do not like to think so. It is about the only calling in which girls can combine their various activities—and maybe they don't!

First of all, the dough is good—at any rate for a femme, far above that of other fields, although still comparing unfavorably to that of male contemporaries in most cases. While majority possesses brains enough to sell services on a strictly legit scale, many use the S.A. plant to some extent. Looks do not hurt. This is borne out further in the snappy girl sunners, contacters, et al., which a few of the boys hire for the twist they can't execute themselves. Men on receiving end do not keep girls waiting as long and the reception to a femme is a more patient and kindly one for obyvious reasons.

Girls on the hunt for news which (Continued on page 55)

#### N. Y.'s St. Moritz. The Radio City Ice Rink, Grosses \$5,000

Radio City's ice skatery, N. Y's most St. Moritzy spot, is cashing in on the vogue for outdoor winter sports this season. Estimated that the skating rink, located on the lower terrace at rear of RCA building, is grossing close to \$5,000 weekly with two cafes adjoining it on the same level taking in more than that amount from the skating crowd. Actual attendance may not exceed 3,750 per week but revenue from Pivate parties brings up the figure. Fashionable set and socialites also are going for the Radio City rink. Elsa Maxwell recently held private skating party and so did Horace Heid's band. Fee is \$50 per hour, attenting 4.11 p.m.

Skating divided into four sesions, Morning session runs 10:30 to 1 p.m. There also is one in the afternoon and another from 5:30 to 7:30. Night skating program runs from 8:30 until 11 o'elock.

Night skating program runs from 8:30 until 11 o'clock.

Rockefeller interests have leased Rockefeller interests have leased the rink as a concession to the Union News Co., which also has the two cates adjoining as well as the Gateway restaurants the project. Though the skating spot is operated to pay its own way at 99c per head. Plus 50c for skates (if one doesn't brink, his own), it terrific, biz builder for the restaurants, both for liquor and food.

#### Exercise Enough

Lambs Clubber, slated for a Baltimore tryout with a new legit; was curious about where to stop, where to eat, etc., while Balto, and, Oh, yes, where the athletic club? Gotta Keep in trim you know. Company manager told him: 'You'll get enough exercise

# CHI THEATRE'S **PAYOFF IN EATS**

Chicago, March 1.

Free dinners are the payoffs to a five-act bill going into the Warner Bros. Stratford for a Wednesday night, as arranged by Morris Silver and Charlie Hogan.

Burning the acts is the across-the-street Englewood, which is also running a vaude night and is paying \$5 a person. Acts state that while it's a small fee, it's at least a payoff in actual cash which gives 'em enough to pay for their baggage and transportation and leaves a little in addition. Also, Silver is going to the agents to ask them not to submit any acts for the Englewood booking. Both acts and agents are readying to revolt against this Silver-Hogan tryout system and will refuse to cooperate with them in giving the Warner Bros, house a show for soup and lamb slew.

#### MILK AS PEP-GIVER FOR BIG APPLERS

Charlotte, N. C., March 1.
Program Director Charles Critchfield, WBT, has started a campaign on the station's midnight dance field, WBT, has started a campaign on the station's midnight dance program to get people to drink more milk at dances. Got idea after attending a Davidson' college dance—and sceing students with their girls stroiter han strict about intoxicants—and sceing students with their girls strolling about the dance floor sipping milk from bottles. Midnight program asks recruits for the 'Drink Milk at Dances'. Collegians are especially encouraged to Join. Enrollment blanks are sent to all who request them. Members pledge to drink milk at dances. Announcers add to their spiel a song and dance about how milk quickly replaces the energy used up in strenuous dance; like the recent Big Apple and leave participants in better shape for the next morning's classes, or work.

# PROBLEM NOW

Tough Summer or Continuance of Automobile and Gasoline Curtailments Thought Sure to Affect Film Colony as Radio Program Center

#### EAST IGNORED

Hollywood's place in the radio sun next fall will be partly determined by the current 'recession' and how had or how good general business conditions are this summer. If the present tendencies in certain lines, notably automobiles and gasolines, continues, spread of an 'economy psychology' among sponsors will probably react against Hollywood as a point of radio program origination. For—fairly or unfairly—the idea is pretty generally accepted among sponsors in the east that Hollywood radio costs from the hastern radio.

sponsors in the east that Hollywood radio costs more than eastern radio. A trend away from high cost guest stars, and/or high program production costs generally, will mean a retreat from Hollywood.

Although the most-asked and least-answered question the east is the status of Hollywood next season (Continued on page 32)

#### Boycotting Cain's

Rochester, N. Y. March 1. John Huftle, 65, playing 'Uncle om's Cabin' schools around

John Hutte, 63, playing 'Uncle Tom's Cabin' schools around Rochester, believes he has the last of the old 'Tom' shows. He has been playing it for more than 50 years, appearing in opry houses, barns, town halls and under canvas.

It a family affair, with Huttle and he puts on the show with as few as five people and the family pups. Huttle is Simon Logree and Phiness Fletcher, the hunter; his son' Thomas plays Uncle Tom and Marks, the lawyer; his wife takes the part of Topsy and fills in as needed; three daughters have played Little Eva and grown up for Cassie, Emmeline and others. Grandson then took the part of Eva until his feet got too bits. Huttle is planning to take the

tle is planning to take the out under canvas again this Huftle

#### Free Tax Service

The U. S. Internal Revenue The U. S. Internal Revenue Dept. has stained two deputs officials in Vaniary's New York office, 154 west 46th street, for assistance in preparing and filing tax reports of prefectional people. The sarvice is grafts. Government officials have from 9 a.m. until 4739 p. in every day but Saturddy, when they leave at 1 p. m.

# 53 Femme P. A.'s Prove S. A. an Asset; RADID'S BIGGEST Detroit Tycoons Cancel Home-Made **Operetta Ribbing the Administration**

#### Association of Ideas

Reader of this publication claims a request for a copy at a newstand brought the fol-lowing response from the girl behind the counter: This week's Vantery is not yet; could I Interest you in a copy of 'Better English'?'

# **CUT SUN. NIGHT** PIX SCALE TO **COMBAT AIR**

Minneapolis, March 1.
In order to combat the strong ra-dio opposition Sunday nights, Twin City independent neighborhood ex-City independent neighborhood exhibitors, members of Northwest Allied States, are considering a proposal to reduce evening admission prices on the Sabbath. It has been suggested that present evening admission prices apply to the matinees and that the afternoon bargain scale be adopted for nights. Sunday matinee-biz has been running ahead of night trade, the evening ether programs being blamed for the Sunday evening box-office collarse.

grams being blamed for the Sunday evening box-office collapse. Prior to the vogue of the Jack Benny, Ford concerts, et al, on the air, Sunday nights, along with Sat-turdays, brought the week's bigsest trade. Some of the exhibs now feel that switching afternoon and nigh prices might lure many from home

#### **GOLDWYN'S PERSHING FILM FROM HIS BIOG**

Hollywood, March 1,
Samuel Goldwyn is negotiating for
the biography of General Pershing
as basis for picture. The War Dept,
is pledged to aid the producer if
successful in his deal with the general's family. Gary Cooper would
play the A.F.F. commander. Studio
says. General Pershing specified
Choper for the role.

If Pershing survives his sericous ill'eses, discussions will be resumed after the manuscript is completed. George Bye, literary agenfield. George Bye, literary agenin Pershing, some time ago, obmitted his complete autobiography by
Goldwyn.

#### Eve Casanova Tells How

Dave Kapp, radio head of Consolidated Radio Artists, is trying to stire interest in a semi-sexe, program of charm, for femmes. It's a how to hold hubby, what, when and where to project certain thoughts and im-

pressions, etc.
Author is (sic!) Eve Cosmov

Detroit, March 1.

After getting into hot water on its lantern lecture, the Fine Arts Society here, non-pro org of Detroit actors, actresses, musicians, composers, et al, has called off, its operetta, tagged 'I Love Thy Rocks, skedded for production this month. Operetta, based on the 'mighty papa' of, an imaginary land, although making no direct reference to President Rosewelt, was given its book by Lee Anderson, prez of the Lee Anderson agency (Chrysler), while the music is by banker Raymond A. Jacobs.

Jacobs.

Cast of 60 had already been working two weeks on the two-act play, one scene of which was laid in the supreme court of a mythical country ruled by a monarch, obviously draw a caricature of Rosevelt. However, Society's board of governors, who penned a personal note to members and cast calling off operetta, asserted that it wasn't dropped because of political significance, but 'because we believe it sacrilegious because of a chant, but a contained in the second act.'

The note to members also 'regretted' the tecturer in society's recent 'lantern lecture' made 'rather offensive and suggective' commentaries in referring to Diego Rivera murals in Detroit Art Institute. Murals were bankrolled by Edsel Ford, prez Ford Motor Co.

Aside from the personal note, the society's governors refused to explain further either episode. Cast of 60 had already been work.

#### Breen P.A.'s in Lobby To SRO When Barred From Stage Booking

Buffalo, March 1.

Bobby Breen, here for personal appearances, was held off stage of Century by the Children's Aid Society. RKO publicity ribbers, however, framed up reception in the theatre lobby for kids which drew overflow

The personal got first rate news-paper attention which Breen shared with his sister, Sally, who acted as chaperone:

#### It's a Riot When Snow Comes to Miami Beach

Comes to Miami Beach, March I.

At the conclusion of the holds or performance of the Sonja Honishow here, ver Lood Rolls, many who have never before seen snow, decided to tak: ladvantage of the snow that had accomplated on the inthe and see what it was like to loss a few annowalls. They storned the high the holds of the snow that had accomplated on the produce what it was it had been to be a few annowalls. They storned the high the high the produce was a small riot. Miss flonie who was posing for pix on the produce was a posing for pix of the pix of

# JACK WARNER'S CURE FOR B. O. JITTERS. DON'T CUT COSTS; NEED BETTER FILMS

When the Opposition Gets Tougher, It Brings Out the Best in Production and Selling-It's Not the First Time the B.O. Gait Has Slipped

By JOHN C. FLINN

By JOHN C. FLINN
Hollywood, March I.
Jack L. Warner says the only cure
for box effice; jitters, which these
past two months are registering on
the Hollywood seismograph from
distant eastern and indwestern
cittes, is harder work in the studios
more showmanship distribution
and more enterprise and exploitation in exhibition. This, decidedly,
is not the moment for cultailment in
production, he says. Real progress
in the amusement business always is
sorn in periods which challenge cre-

is not the moment for chainment in production, he says. Real progress in the amusement business always is born in periods which challenge crestors of entertainment. The time to worry is when medioure output is accepted as the genuine article. This isn't the first nor the tenth time within my experience when the theater receipts have slipped downward. Warner said. There's sure way to bring them back. Better schibiting. And so far as I know it's the only way.

I never had more faith in the greatness of the pleture business than than at pizent, he continued. This is not a same of mind produced by refusing to recognize the difficulties which lie ahead, but is a conviction based on practical experience. All around us in the production field men are tackling their jobs with more determination and eagenress. We are approaching a period of change and transition. The going is getting tougher, the competition keener and the fight to maintain a top position is harder every week. From the viewpoint of operating a big studio, that's the healthiest psychological condition which can be created. Resistance brings out the lest from creative talent.

Nearly everyone connected with film producing is stiting up nights.

Nearly everyone connected with film producing is sitting up nights worrying about the high costs and wondering what can be done to cut expense and retain quality. The answer is that the two things just don't go together. We are in the middle of a high production cost period right now due to innumerable causes, most of which are beyond our control. Don't misunderstand me. I am as much concerned as anyone about costs, but I know that good pictures cannot be produced by spending less,

eosts, but I know that good pictures cannot be produced by spending less, but more. Even with the most vigorous supervision and planning in our own studio, we are exceeding budgets. The vital thing is that the pictures, shall be well made to the utmost of our ability.

Film business is triple-geared. Warner declared. It consists of producing, distributing and exhibiting. One or two branches cannot prosper at the expense of the third. What concerns one division is of equal concern to the others. The thing must be made to synchronize. The lubricant is mitual confidence.

Therefore, I say, that faith in the

be made to synchronize. The lubricant is mutual confidence.

Therefore, I say, that faith in the business, if reflected by good product from the studios, must also be expressed by equal skill in distributing and shibiting. Every large selling organization right now is being put to a most severe test. The boys in the film exchanges (and I had my start in the business in one of, them) at live with a picture a long time. It live with a picture a long time. It live it is the most satisfying end of the business. They get the kick from the box office return, they see directly the results in public attendance created by good advertising and promotion. They are in the midst of an unending battle for playdates and exhibitor time. There's never a dulf

promotion. They are in the midst of an unending battle for playdates and exhibitor time. There's never a dulf moment for the distributing force.

Exhibiting has become a fine art. The ability to keep a sustained atmosphere of excitement and anticipation around a theatre is the acme of showmanship.

Supply and Demand.

'In highly competitive period such as we are now i each studio isstriving to the limit of its resources to exceed past efforts. That is the reason why the costs for services of the best known freelance talent is bound to go higher. No one has any quarrel with that condition. It is simply a matter of supply and demand. The supply never is sufficient; fact, the few most popular stars, and most successful writers and directors are not obtainable at any directors are not obtainable at any

prices for some months to come. They have been tied up by engagements far in advance.

What's line atternative? Concentration other showmanship qualities in production. This means more careful and intensive search for story material. Prop originality in its present.

careful and intensive search for story material, more originally in its presentation, more painstaking planning for its mounting.

"I am talking, of course, in general terms. In our own, plant where we are making a program of 50 pictures, yearly, I am satisfied we have protected ourselves with all reasonable foresight. But that not enough. We, and all the other studios, strive constantly to improve our resources.

foresight. But that not enough.
We, and all the other studios, strive
constantly to improve our resources;
in story material and personalities.
The element which intrigues me
most in the present situation is that
the best work and most earnest effoot have a chance to come through
and stand out.

"General business conditions have,
a direct bearing on theatre groses,
Good times in themselves, however,
never made a picture a success, and
bad times never kept a good attraction from handsome profit.
Every showman knows these facts to
be true, but the tendency is to let
up and coast a little when general
usiness is good. It know no one in
Hollywood today who, is kidding
inmself that this is a time to slow up.

In front of the entire industry now
are new problems, somewhat comlicated by hissness uncertainty in

In front of the entire industry now are new problems, somewhat complicated by business uncertainty in other lines. The point I make is that our own business will come through in exact proportion to the extra effort expended by everyone engaged in all branches.

We can feel singularly grateful that our business is not beset and surrounded by Governmental regulations, restrictions and limitations. The industry has its freedom, not

surrounded by Governmental regulations, restrictions and limitations. The industry has its freedom, not only because it deserves it, but because it fights constantly to preserve-it. Let no one underestimate the importance of this phase. Jointly, all branches have the means, it wisely directed, to cooperatively adjust all intra-industry disputes. Some of these currently are demanding major attention.

Trends in picture making? That's hard to analyze. Making 30 pictures a year kept us all hustling aroundhere. In a program that big theremust be all kinds and varieties of subjects. Whatever story we select we make certai it is the best we can find. Then we give it the works and make it the best we know how. I've heard of other rules but never knew in show business a substitute for careful decision and enthusiattic for careful decision and enthusiattic execution. And that goes for selling and exhibiting, too.

#### SAILINGS

March 30 (New York to London),
Derrick de Marney (Normandie),
March 2 (London to New York),
De Friedman (Queen Mary),
March 2 (New York to London),
Percy Burton (Normandie),
March 2 (New York to Genoa), Mr.
and Mrs. Lynn Farnol, Mr. and Mrs.
Jerome Beatty (Conte di Savoia),
March 2 (Los Angeles to Melbourne), Ross Pierre, Moroni and
Cotella, Cook and Brown (Monterey),

#### Americanizing Shaw

London, Feb. 24.
Gabriel Pascal and Lesli
Howard, due to film George
Bernard Shaw's "Pygmalion" at
Pinewood March 7, have set
their minds on a second production to take the floor immediately completion of the
production named. Second
script is untilled, but has
caught the fancy of both principals, and will be readied at
once.

'Pygmalion' is reported being shot two versions, script being gone over for words and phrases likely to be unfamiliar to American pering gone over for words and phrases likely to be unfamiliar to American with sequences being re-shot where dialog for the U. S. version vaties from that of the original.

# DECEMBER B. O. **WORST IN 18 MONTHS**

Washington, March 1.
Theatre grosses fell with thud in
December, with year-end business
the poorest in more than 18 months,

the poorest in more than 18 months, Treasury department statistics showed last week Reflecting exhibs wounds from the general economic setback. In-ternal Revenue Bureau monthly summary spotlighted the first drop since early summer in receipts from the 10% admission levy-during Janu-ary. Based on December ticket sales, Government take was but \$1,-353,415, the smallest sum since May, 1936.

The January payment into the Federal coffers was \$152,261 under the sum for the same month a year ago. This is the first time since Noago. This is the first time since from yember, 1936, and only the second time in over two years that the Government, haul has been under the

ernment haul has been unues un-prior year.

Rapidity with which the slump hit theatres was shown clearly by the \$335,612 drop from the Government's December receipts. By far the worst. blow since 'recovery' set in, much greater than the usual seasonal de-cline. In January, 1937, the Treas-ury's share of amusement receipts was off \$688,908 from the prior month and in January, 1935, the dif-ference was a minus \$285,365.

#### McGuire Going Goldwyn?

Hollywood, March 1. Hollywood, March 1, Declining to renew his 30-day cp-tion clause with Metro, William Anthony McGuire is reported leav-ing the lot after completing 'Girl of the Golden West.' Understood to be on a fiirt with Sam Goldwyn for a producers' al-llance with the United Artists group.

#### ARRIVALS

and Mrs. Lynn Farnol, Mr. and Mrs. Jerome Beatty (Conje di Savoia).

March 2 (Los Angeles to Melbourne), Ross Pierre Moroni and Coiella. Cook and Brown Monterey).

Feb. 25 (South American cruise).

Mr. and Mrs. Joseph D. Benson, Mr. and Mrs. Harry Rubin (Pilsud-Harry Kalmine, Eugene W. Castle, Mr. and Mrs. Harry Rubin (Pilsud-Harry Rapf, Madge Ellioit, Ivan Petroff.

## Other News of Pix Interest

African Consolidated's \$3,000,000 film deals	Page 10.
Gaumont-British probe	Davie 10
Sam Snider(-Dean) in U. S	Page 10
Quota would up U. S. production costs \$6,000,000	Page 11
Stanley Crick out in Aussie	Page 11
Eddie Cantor's plans	Page 26.
Kay Kyser succeeds Dick Powell show	Page 27
Tussy, Vick fold in Hollywood	Police 27
Radio reviews of Rosalind Russell. Joe E. Brown, Cliff Lev	611
George Jessel, Dick Whiting memorial	Issue 98
Hollywood radio maybes	Divine Of
Gish sisters on radio	1 aye 20
Metro buys Roosty	1 age 39
No paid prev for Family	1-356 41
No paid prez for Equity	Page 47

# Of Thee I Sing Sing

By Jack Osterman

Last week we went up to Sing Sing, strictly as a guest, of course. Went there to entertain the boys and also catch a preview of a new play. Taken from Life, written by an ex-cop, Arthur Chalmers, who is relaxing in the Tombs until he can get better accommodations. The play makes

In the Tombs until ne can get octer, accommodations. The play imakes him guilty of another thing.

This marked about our 15th visit to the Big House. The warden was away Sgt. Ben Feisler, a swell guy who has been there 30 years, was in charge. We sang 'That Old Feeling' dedicated to the lifers, and the prison band played it perfectly without a rehearsal. The leader explained, 'Remember, up here, we have plenty of time to practice.' They played so well, we told them we were going to use our influence with Lawes to hold

them over.

After the performance they served lunch in the Welfare League's mess
hall. Joe Mallon (we didn't ask his number) is secretary of the Will
Across the yard is a conservatory consisting of several beautiful (not jail)

birds.

We spotted three parrots, probably there for squawking, and Mallon lold us that Commissioner Mulrooney ordered a flock of pigeons out of the place, probably figured there were enough there without the McCoy. There are over 2,500 members of Sing Sing College, and they all seem to admire Dean Lawes. There are guys who deserve to be there, and some who don't, but taking it on the chin. Many tell you they got a bum rap. Who knows? All we know is that in the Welfare League trophy room we were shown a large loving cup presented by Sir Thomas Lipton (1920) to Sing Sing as the Lipton Perpetual Baseball Cup. And across the bottom in large letters: There Never Was a Man Who Did Not Make a Mistake."

Thoughts While Thinking

We like Max Gordon's title, 'Save Me the Waltz,' when you consider the Shuberts are having a time trying to save three of 'em... Standing in lobby of Casa Manana, talking to Billy Rose, a guest asked, 'Which one of you is Billy Rose,' We told him we'd take the rap. 'Looks like our personal representative, Irving Lazar, has set us to work on Eddie Cantor's new scripts... this might be a scoop, don't know yet. 'Rudy Vallee wires he returns March 20, which gives us another chance not to go on his program... Benny Davis is carrying on the Gus Edwards tradition in grad tyle with his new flock... after seeing preview of Deanna Durbin, we are mad about 'Mad About Music'... gotta load of Joe Louis slugging Nathan Mann—Mannslaughter!

# Plenty of Film Writing Talent On Newspaper Staffs, Wilk Thinks

#### More of the Same

Hollywood, March 1 Mervyn LeRoy has picked 'The Devil with Love,' based on Noel Coward's 'Private Lives,' as his second production for Metro. Unvanquished will be his initialer.

Same studio filmed 'Private Lives' with Norma Shearer and Robert Montgomery in the top roles.

#### L. A. to N. Y. Fay Bainter.

Alton Cook. Frank Chapman. Scott Dunlap. Izzy Ellinson. Sidney Fields. Y. Frank Freeman. Bob Gillham. Bert Gordon David Hanna. Ernest Heyn. Peggy H. Joyce. Arline Judge. Vic Knight. Jesse L. Lasky. Walter O'Keefe. Mary Pickford. Joe Quillen. Jacques Renard. Kan Van Ripper. Walter Schuman Gladys Swarthout; Vyola Vonn. Jimmy Wallington,

Clarence Brown

#### N. Y. to L. A.

Henry Armetta. Stella Adler. Ralph B. Austrian. Ralph Bollamy. Harry Burns Derrick de Marney. Arthur Dreifuss. Douglas Fairbanks, Jr. Leo Fischer.
J. C. Flippen.
Harold B. Franklin.
Jim Geller,
Moss Hart.
George S. KaufmaIrving Lazar.
Albert Le is:
Mack Mills Swope.
Herbert, B. Swope.
Herbert, B.

Jake Wilk, eastern story nd play Jake Wilk, eastern story and play executive for Warner Bios, thinks all the writing brains Hollywood would ever want or could use are to be found in the city room of any metropolitan newspaper. Millenium in Wilk's mind would be to set up a corps of a half dozen crack city editors, in any Hollywood studio. He would have them blue-pencil story ideas submitted for filmization, just as they handle miles of news stories as they handle miles of news stories. as they handle miles of news stories every day on their jobs.

every day on their jobs.

It's the same thing. It's the same, routine the magazine editors are doing so successfully today. When a mag ed gets a script that has something, but is lacking something else, to usually sends for the writer; goes into a little skull practice or what's wrong, and has the author plug up the weak spots. And that's that.

Will does it in measure almost

the weak spots. And that's that.
Wilk does it in measure almost every week. He read a feature in the N. Y. World-Telegran: about how Joey Ray, incarcerated at Blackwell's Island, was running the prison. He sent for th: by-liner on the World-Telly, told him that what he (Wilk) read is, of course, public-domain material, but that undoubtedly the reporter ha some other copious notes which Warner Bros. would like to buy.

How much?' asked the newspa-

'How much?' asked the newspa-erman. 'Name your price,' said perman. 'Name your price,' said wilk. Reporter quoted \$250, Wilk paid it, sent the data to the Coast and recommended to Jack Warner that this might be the germ of good film.

'Alcatraz' happened the same way, low the jewelry smugglers who ere nabbed recently is another of-off-the-front-page story

And so on.

Wilk thinks that the Bureau of New Plays is one of the greaterthings to encourage new writers. He believes the woods are full of author, who can write rings around the now established and—what irksome to Hollywood—highly had a the control of the con is to encourage newcomer.

is to encourage newcomer.

Hollywood may the way of avadeville and legit if it makes things too tough for the ambitious creative, artists.

When shoestring ideas such as Pins and Needles the Mercur theatre. Julius Caesar and other shows happen, it's the best illustration, of course, that talent will never be denied altogether. But Wilk believes it should be encouraged shade more than it is now.

# SWOPE-SELZNICK-WHITNEY

# **RKO Still Mulling Reorganization** Plan: Stock Swap Talked; Pan Berman's New Deal; Future Setup

Leo Spitz, the Irving Trust Co. and Pandro Berman have been huddling about the RKO studio's affairs, since Berman arrived from the Coast, Sunday (27). Berman, in taking charge of all production, goes into a new job, hence his present three-year contract, and its terms are under discussion. He draws \$3,500 weekly, plus a percentage.

5,500 weekly, plus a percentage.

There has been no official indication in this regard but the presumption is that Berman will handle personally the 'A' films besides supervising the entire plant.

vising the entire plant.
Additionally, it is understood the bigwigs are planning to 'install a studio manager to work with Berman. Some time ago the name of Henry Ginsberg was mentioned in his capacity, but that was months back. (On the Coast, Ginsberg says it's news to him; that he couldn't accept anyway, even if offered, since he's tied up to Selznick International studio g.m. and v.p.; says his name probably came up through knownfriendship with Bermanl.
Otherwise, the 'studio end will.re-

friendship with Bermanl.
Otherwise, the studio end will remain undisturbed, although J. R. McDonough goes in for some budgeting purpose and general studio financing. There is no indication at this point when McDonough will go to the Coast, if at all. If has been intimated that he may make a trip together with Spitz soon, but it's indefinite at this moment.

Berman was to have returned to

Berman was to have returned to the Coast today (Wednesday) but looks like he'll hold over for a spell, too.

#### Reorg Plan

RKO's modified reorganization plan is not yet ready. But initimations are that the sponsors are trying to conceive of a plan wherein it may be recommended that present secured creditors shall receive amounts of a new preferred stock and that present debenture holders shall ceive preferred and common. The only new bonds to be issued will be those in payment to underwriters of the plan. Present holders of common stock, it is assumed, will ceive a pro rata amount of new common, on some reduced basis, such as possibly 4-1. General creditors would receive common stock. But this is not official or definite.

nors would receive common stock. But this is not official or definite. It is, however, presumably a working idea of what may ultimately be recommended. It is assumed, unofficially, that the new preferred shares will have a convertible feature. This is a substantial change from the conditions and terms of the present plan, according to insiders.

according to insiders.

This modified plan probably will be ready for the court's perusal on March 11, when the next hearing on March 12, when the next hearing on KKO's reorganization is scheduled, at 2:30 p. m. before Federal Judge William O. Bondy, in N. Y. The court granted a delay when the partics appeared before him on Monday (28).

At that time, in reply to the objections of Attorney Nathan Rosenberg, representing holders of \$200,000 in old debentures, Judge Bondy indicated that it would be unfortunate if RICO were forced into liquidation because the company was not given ample opportunity to formulate a feasibly plan of reorganization. The company has been in receivership or bankruptey now for five years, under the Irving Trust Co. Judge Bondy also indicated that

the Irving Trust Co.
Judge Bondy also indicated that
Special Master George Alger's report and approval was based on the
company's financial condition as of a
year or two years ago, and that the
firm's financial condition has altered
substantially since then.
Presumably additional hearings,
therefore, may be held before Special Master Alger, following presentation of the modified plan.
Atlas Corp. is sponsor of RKO's
Forganization plan. Chief formulator is Peter Rathvon, aide to Floyd
(Continued on page 25)

#### SISK SET FOR ANOTHER YEAR AS RKO PRODUCER

Hollywood, March 1.
Robert Sisk's producer contrac with RKO has been extended for another year.

Exec completed 'Condemned Women' and is readying three more pictures, 'Mr. Doodle Kicks Off,' 'The Boss of Manhattan' and 'Ground Crew.'

# **New USN Rules** For Newsreelers OK with the Biz

New U. S. Navy rules on photo graphing naval property and all types of operations by newsreel, feature producers and still cameramen have been received in the industry. Regulations actually put teeth in the espionage law but the reaction among newsreel companies was favorable because the news weekly outfits have been working along in cooperation with the Navy so long that they automatically know what is hush-hush material and what is

Cards are issued to newsreel cameramen working on any story in-volving the Navy. While additional stipulations are made, a fully ac-credited card simplifies usual delay

credited card simplifies usual delay on examining photographer to learn if he is entitled to take pictures. Commandant of the Third Naval District, New York, supervises newsreel handling.

For feature films, chief of Naval operations requires that scenarios be reviewed by Navy motion picture board of review prior to authorizing cooperation. After the picture is made it is subject to local provisional censorship so that the matter may be brought to the attention of higher Navy officials, if any point is questioned.

tioned.

However, the chief of Navy operations may authorize the making of
certain features if deemed suitable
for the public at large and the Naval
service rates it to be an accurate portrayal. Navy has right to acquire
two positive prints of the finished
feature without additional cost.

#### Griffis South, Balaban

Back; No Coast Visits
Stanton L. Griffis left Friday (25)
for Miami on his annual vacation in
the south. He has a yacht down
the, which Barney Balaban recently spent his vacation,
Prior to his departure, Barney,
Balaban returned to New York but
neither he nor Griffis are planning
trips to the Coast at present.

#### RKO's \$2,400,000 Net

Understood that RKO will show net of around \$2,400,000 for the year, of which amount around \$1,700,000 to \$1,800,000 will be from the theatre end. The picture end of RKO will probably show \$600,000 to \$700,000, according to current estimates.

The company borrowed around \$600,000 for production purposes, this

# UNITED ARTISTS' PARTNERSHIP?

Swope West with Jock Whitney to Palaver for a Slice of UA-Buyout of Pickford-Fairbanks-Chaplin Up Again

#### GOLDWYN'S REVAMP

Herbert Bayard Swope has planed to the Coast with John Hay Whitney, which may mean that the David O. Selznick-Whitney negotiations for a slice of United Artists is nearing conclusion. Swope's name looms strongly in the background of these negotiations. Swope has been in Florida, and came to NY. to confer with Whitney.

If a purchase of part of United Artists by Selznick-Whitney is not consummated in the present Coast confabs, a favorable releasing and producing arrangement perhaps may be arranged between the parties.

Selznick-Whitney is angling to but the controlling shares in U. A., as now held by Mary Pickford, Charles Chaplin and Douglas Fairbanks. Perhaps, out of this, there may be revived that former triangle deal of Alexander, Korda, Selznick and Samuel Goldwyn.

This not the first time that

and Samuel Goldwyn.

This not the first time that Swope's name has been mentioned in connection with United Artists. However, so far his exact future status with the situation can't be ascertained. There had been a time when U. A. partners had importuned Swope to accept high executive post with that outfit, but he is understood to have turned that down for various reasons. various reasons.

various reasons.

Swope's Background

He was formerly chairman of the Keith-Albee-Orpheum board, and under his administration that circuit got back into the black and resumed preferred stock dividends. Swope also is principally responsible for K-A-O now owning a 20% interest in the highly successful Skouras. Theatres chain in the east.

Swope also a member of the

Theatres chain in the east.

Swope also a member of the
board and the executive committee
of Columbia Broadcasting System.

He the former executive editor
of the old New York World.

On the Sciznick-U, A. deal, understanding that a distribution deal is virtually set between the parties, under which Sciznick-Whitney (Continued on page 23)

#### J. R. Sutro's Presence Renews Idea Korda May Leave UA to Par

John R. Sutro, whose father is af-John R. Sutro, whose father is af-filiated with London Films, reached New York Monday night (28) by Jane, While Korda has a contract with UA, under which he has a part-nership interest, it is reported a Paramount deal has been ap-proached. proached.

proached.

The report Korda may swing out of UA to Par is given considerable support. Not known whether UA would try to hold Korda to his contract in view of the product he has delivered during the past season.

#### 'Star Is Born' Sequel

Hollywood, March 1 Hollywood, March .
Heartbreak Tow sequel to
'Star Is Born, will be made by David
O. Selznick, with moppets in lead
roles. Tommy Kelly and Ann Gillis,
from cast of 'Tom Sawyer,' get top

billing.
Budd Schulberg, who wrote original, nd Marshall Neilun re set inal, nd Marshall r for screenplay.

# Abuse of Dualing 'A' Pictures Has **Studios Worried Over Shortage;** Talk 'Regulation', Prod. Peps Up

#### **HEAVY RAINS STALL** H'WOOD PRODUCTION

Hollywood, March 1 Hollywood, March 1.
Four inches of rain Monday (28) tied up exterior shooting at studios and location sites and gave Los Angeles a flood scare, as many streets were under water. Further production tieup is imminent as two more days' rain is forecast.
Weatherman here has won the respect of film men with his accurate predictions.

# Par Studio To **Heed Theatres**' **Pix Suggestions**

Hollywood, March 1. Concluding studio conferences with Adolph Zukor on Paramount theatre associates reaction to studio

theatre associates' reaction to studio product in the past few months, Y. Frank Freeman, Par v.p. in charge of theatre operations, returns east Friday (4). Freeman's suggestions for improvement of pictures are being studied by studio execs.

Freeman said the convention of Par theatre operators and partners will not be held in Hollywood and date and place of meeting determined after he confers with Barney Balaban at home office.

#### MG and RKO Cuts

Culver City, March 1.

Economy wave, which has dropped 1,000 employes from Metro studio payroll in the last month, is being continued, with the story, publicity and stenographic departments the latest to be affected. Entire junior writer staff under John Gallishaw, brought here from New York last October, has been dropped, while the members of Howard Strickling's publicity roster and 30 from the typist list are out.

Previous slashing had been among technicians, earpenters, laborers, day-check workers and assistant heads of many departments. Production department list was pruned by 15. Culver City, March 1.

many departments. Production department list was pruned by 15.

Junior writers who were erased this week, in addition to Gallishaw, included Alfred Schiller, Hannibal Powle, William Ludwig, Kenneth Warren, William Lytton, Ian Hunter and Mitzi Cummings.

RKO is continuing its writing stafl layoffs, with the roster trifmed from 56 to 26 within the last two months. Harry Segall, Charles Kaufman and Franklin Coen left the 10t last week.

Cherkup at RKO discloses, per-

week.
Checkup at RKO discloses personnel chopping for the past six weeks, with writers and clerical force hardest hit. During speriod scribe staff trimmed from 52 to 24 non-gradual easing out with around 250 stenos and white-collared worksers-walking plank.
Studio has three pictures in production. All departments fall axe with lesser severity.

#### Manson Vice Marx

Hollywood, Morch 1
Franceson Manson, Columbia stary addior, moves over to Samuel Goldwin is similar capacity, sieceeding Sam Marx, who went from Goldwin to Columbia.

Transfers amount to studio swap.

Hollywood, March 1.
Current economic squeeze on the studios, resulting in a marked drop in production, is traced by exces directly to double billing abuses in coupling of high budgeted A pictures. A crisis is foreseen by the low turnover in rentals and mounting costs, which are certain to bring serious readjustments.

Disturbed conditions abroad are also a producer headache with foreign revenue taking a drastic drop. eign revenue taking a drastic drop.
—Dualing of Hollywood's best-product has had studios humping to mectinsatiable demands. More than 500
pictures were scheduled for 1897-38
release, and since last August, deliveries up to last week have totaled.
281. Cutting rooms are soon turning
out, 54 films, and 41 are ready for
cameras.

cameras.

Production must fall into low gear, until distribution turnover can replenish studio treasuries.

All majors admit rentals from duals have failed to keep pace with increased production costs.

#### Duals and Triples

Duals and Triples
One studio head declares it is the
abuse, rather than the use of doubling billing, which has brought about
the present condition.
Studios are groping for a solution,
if exhibitors continue to compete
against each other by bracketing. A
films on same bill. Another nightmare are reports of triple billing in
some eastern cities.
Execs, studying the problem, are
said to favor a clearing house in
exchange centers to regulate book(Continued on page 23)

(Continued on page 23)

Published Weekly by VARIETY, Inc Sid Silverman, President 154 West 46th Street, New York City

SUBSCRIPTION Annual ..... \$6 Foreign ..... \$7 Single Coples ......... 15 Cents

Vol. 129 No. 12

INDEA	
Bills	46
Burlesque	44
Chatter	53
Concert	52
Dance Tours	41
Exploitation	23
5 Years Ago	44
Film Reviews	15
Forum	55
Girl's Eye Vicw	6
House Reviews	45
nside—Legit	50
nside-Pictures	8
International News10	-11
Jack Osterman	2
Joc Laurie, Jr	6.
.egitimate	-51
Literati	52
Music	-40
	54
Nite Clubs	-14
Obituary	54
Outdoors	55
letures 2	7.
Indio	38
tadio-International	. 9
and the transfer of the transf	28
Radio Showmanship	
tattio Biowinansing	34

# EXTRAS' VOTE MAY UPSET ACADEMY **AWARDS; THALBERG PLAQUE HOT RACE**

Zanuck and Stromberg in Lead-2,500 Extras May Put Montgomery Over the Top-Tracy, Stanwyck Favored-Franklin May Top Directors

By RALPH RODDY

Hollywood, March 1. The S.R.O. sign has already been hung out for the 10th annual awards banquet of the Academy of Motion Picture Arts and Sciences Thursday night (3) Hotel Biltmore Bowl. The demand for tickets far exceeds the 1,800 seats available. Interest in this year's event has been heightened by active participation of the Screen Actors Guild, and the award for the first time of the Irving Thalberg Me-

morial Plaque.

Oscar, the little gold masculine figure, possession of which designates the recipient as having contributed an outstanding performance during the year, will be guest of honor. There will be 14 Oscars awarded for competitions in the various phases of motion picture production, with the probability that one or two special awards will be added. The nature of the latter will not be disclosed until the night of the dinner.

Chief, interest naturally centers in

the dinner.

Chef interest naturally centers in the awards for the best production of the year, and the best performances by a leading actor and actress. Interest in the Thilberg plaque has increased, however, until it now shares a top spot with the main awards. This citation goes to the producer who is selected as having jurned out the most consistent high quality of production achievement, as an individual and regardless of company affiliation.

Special Committee Award

#### Special Committee Award

Special Committee Award

Particular sentiment: is attached
to the production prize because of
the affection which the industry
holds for its donor. Norma Shearer
(Mrs. Thalberg) will make the gift
annually to the Academy. The winner is selected by a special committice appointed by Frank Capra, president of the Academy. Capra has
named as his associates on the committee Lionel Atwill, Jean Hersholt,
Donald Crisp, Henry King, Leo McCarey, William Wellman, Stephen
Gosson, Thomas Moulton, Douglas
Shearer, Graham Baker and Robert
Riski None is a producer.

Unusual precautions are being

Unusual precautions are being taken this year to guard the ballots

#### **GARNETT, TOWNE, BAKER** IN INDIE PROD. SETUP

Hollywood, March 1. Tay Garhett, director, and Gene Towne and Graham Baker, writers, are forming a new independent production unit to make pictures for release by major companies. Duals are in the negotiation stage with RKO and United Artists.

Garnett is now en route to Europe, where he will vacation for three months while the Towne-Baker team prepares the script for first film of the outfit. Trio plans to build up a player list of their own. Hollywood, March 1.

#### Sidney and Brown East. **Metroites Vacashing**

Louis K. Sidney, who has been on the Coast supervising Metro radio activities, returned to New York Sunday (27), Clarence Brown, pro-ducer-director on the lot, coming in at the same time. Bill Ferguson, h.o. exploitation head, returned from Miami Monday (27), while N. M. Schenck remains down there for a while

Schenck remains down there for a while.

Due to poor health, Bill Danziger, of the Metro advertising department, has gone to Sarasota, Fla, for the balance of the winter. Tom Gerety, representing Hal Roach, is also in Florida, being at St. Petersburg for recuperation from flu.

Hollywood, March 1.
Louis K. Sidney, Metro studio contact on "Taxwell House broadcast, left for New York on business in connect in with WHN there.
Hell be back within a week.

and prevent an advance leak as to the winners. Voting will be by secret ballot of committee members in the offices of Price, Waterhouse & Co., certified public accountants, employed to tally the ballots. Committee members have agreed not to divulge even to each other the name of the producer marked on their ballots. hallots.

ballots.

Darryl F. Zanuck, Hunt. Stromberg, David O Selznick, Samuel Goldwyn and Pandro: Berman are expected to fight it out for the Thalberg award. However, active participation of the Screen Actiors Guild, with 12,500 extras eligible to vote, makes any predictions precarious. It is generally conceded that he extras hold the balance of power, and that a last-minute switch by any majority of them might upset all early predictions.

Selznicks entries for the Thalberg

early predictions.

Selznick's entries for the Thalberg prize, as well as the outstanding production, are 'Garden of Allah,' 'As Star Is Born,' The Prisoner of Zenda' and 'Nothing Sacred.' Goldwyn, roulifies with 'Stella Dallas,' 'Dead End,' 'Hurricane' and 'Woman Chaese Man.' The 'Goldwyn Follies' and 'Adventures of Marco Polo' were finished too late for Academy consideration, the first just going out on release and 'Polo' yet to be released.

Stromber's Entries

Stromberg's Entries

Stromberg's Entries
Stromberg crashed through with
'After the Thin Man,' 'The Firefly,'
'Maytime' and 'Night Must Fall.'
Latter play, which featured Robert
Montgomery, president of the Screen
Actors Guild, has been selected in
several newspaper polls as the most
outstanding picture of 1937, with
Montgomery being given special
credit for his performance.

Zanuck turned out an imposing

credit for his performance.

Zanuck turned out an imposing array of pictures, topped off by In Old Chicago, completed just in time to get under the wire. Others certain to demand serious consideration are 'Ali Baba Goes to Town,' 'Happy Landing,' 'Love and Hisses' and 'Rebecca of Sunnybrook Farm.'

Pandro Berman's most outstanding contribution was 'Stage Door,' with 'Damsel in Distress' and 'Shall We Dance?' qualifying as serious con-tenders.

Tip is that Stromberg and Zanuck will finish neck and neck when all the ballots have been counted, but Selznick cannot be counted out of the running.

the running.

Associates in the Screen Actors Guild have been waging a quiet campaign to put over Robert Montgomery in the best performances division. Largely instrumental in securing producer recognition for the actors, Montgomery is popular with fop-bracket players and is certain to poll a large vote for his performance. 'Night Must Fall.' Spencer Tracy and Fredric March are popular with both players and (Continued on page 25)

#### Crystal-Gaze Act

Hollywood, March I.
Listing by the fan mag, Picture Play, of Spencer Tracy as this year's Academy winner for the best performance drew protests from the Academy,
Balloting didn't close until night of Feb. 28. Mag hit the stands two days previous.

# Par-Fleischer **Set to Produce Cartoon Feature**

The first producer to follow Walt the feature cartoon field will be Paramount which Monday (28) completed arrangements with Max Fleischer for the making of a full length in pen-and-ink. It will be rushed into production as soon as the story can be settled upon.

be rushed into production as soon as the story can be settled upon.

Under the deal with Fleischer, who makes the Betty, Boop and Popeye cartoons for Paramount, both will be jointly interested in the venture. Par has already made the first advance to Fleischer to cover partial cost of production. The budget is not known, probably being dependent on the story to be chosen. Par has two stories in mind but is keeping identity a secret for reasons.

Par owns 'Alice Wonderland,' but understood this one isn't up for consideration as yet. The sound rights to Maeferlinck's fantasy, "The Bluebird,' are now being offered but although Par owns the silent rights, this also is not one of the two stories up Par's sleeve as a starter. The New York office of Nora Anderson's, who produced Maeferlinck plays in London, is offering 'Bluebird' to the various picture companies.

The first Par-Fleischer cartoon will be color and in the third-dimension patented by Fleischer which has

be color and in the third-dimension patented by Fleischer which has been used from time to time in one-

Fleischer, will start the feature cartoon in New York and finish it at the new studio he is building in Miami, which will be ready for operation about Aug. 15. Consequent upon the decision to go in for full-length cartoons, Fleischer is altering original plans for the Miami plant, increasing the space on which he will build to nearly 32,000 square feet or about four city blocks. It will be located out towards Coral Gables, Miami suburb, and will employ from 300-400 people. Construction begins this week. Fleischer will start the feature car

When completed, Fleischer will-close his studio in New York, making all cartoons in Florida, The first animated cartoonist school of many that may be organ-

(Continued on page 19)

# Mayer in Plea for Unity Between Guilds and Studios; Feted by Prods.

#### SWANSON WILL MAKE **'EX-LOVE' FOR REPUBLIC**

Hollywood, March 1.

Gloria Swanson, whose comeback deals with Metro and Columbia came to naught, is set to return to th sound stages June 1 when she will start work in 'Ex-Love' for Repubstart work in Ex-Love for Repub-lic, Yarn by Mateel Howe Farnhain deals with the divorce racket. For-mer star signed term deal with the Herbert Yates organization on eve of her departure for New York, where she plans to establish a permanent home, commuting to the Coast for her picture toil.

Screen play Harold Shumate wrote for 'Wagons Westward' before he checked off the Republic writer-prochecked off the Republic writer-producer roster, is to be given a complete revamping, with Henri Verstappen already at work checking state and national archives in Austin, Texas; Nashville, Tenn; and Washington, D. C., in search of new phases of Sam Houston's life. Picture will be filmed as highest budget special on Republic's new schedule, with most of the scenes to be shot in Texas.

# **EARLIEST FILM BUYING IN YRS.**

Los Angeles, March 1.

Earliest film buying the part of majority of major circuits in years is presaged for the 1938-39 season's output, with several of the chains ready to begin negotiations early this ready to begin negotiations early this month. Among the circuit's ready to talk turkey on new season's prod-uct are Fox West Coast and its sub-sidiary and affiliate chains, with other far-western and midwest out-fits reported lining up for similar retion.

J. J. Sullivan, chief film buyer for F-WC, heads for New York this week to begin discussions with major distributing heads on circuit's buys for the forthcoming season.

#### AUER'S GRAPEFRUIT ACT

Hurls Citrus at Audience— gizes, 'Just An Impulse'

Columbus, March 1.

Columbus, March 1.

Mischa Auer did a Vallee inverse at final show of his week's engagement at the Palace, when he tossed a grapefruit at the audience. Narrowly missed hitting patron and squashed on empty seat down in front. Came back at close of act and apologized. Said it was 'just an impulse.'

Used citrus in routine, playing piano with one in each hand. Act got generally chilly reception throughout week.

Hollywood, March 1.

Louis B. Mayer, addressing 400 film industry leaders, church dignitaries and state and city officials gathered at the Hotel Biltmore, L. A., last Thursday night (24) to pay him tribute, sounded an appeal to members of all branches of the creative arts involved in the making of moarts involved in the making of mo-tion pictures to organize a forum wherein problems vital to the future of the cinema can be worked out cooperatively. Mayer's talk formally marked his retirement after seven years as president of the Motion Picture Producers Association.

Gathering was presided over by Joseph M. Schenck, who succeeded the guest of honor as producers' prexy. George Jessel acted as toast-

Mayer said in part

Mayer said in part:

"If I have one regret on leaving the presidency of the producers' group, it is because I have not seen fulfilled a dream; that all organizations within the industry have not yet found, satisfactory common forum for the settlement of differences. I now make a plea that some such forum—shall be established where the director, the artisan, the artist, the writer and all members of the creative crafts shall meet, not separately, but cooperatively. "We tried it once, but we seem to have gotten off on the wrong foot, lurge that we try again, and I see from such unity of action only greater good to each and all and greater future industry progress."

Guild Strife Veiled

Mayer's address came at the con-

Gulld Strife Veiled
Mayer's address came at the conclusion of the affair, and his suggestion, generally understood as directed towards amicable adjustment
of existing differences between the
various artist's guilds and the studios,
was not commented upon by any
other speaker. Robert Montgomery, president of the Screen Actors
Guild, sat at the speaker's table.

Bounders too his service as head of

Guild, sat at the speaker's table.

Bouquets for his service as head of
the producers were tossed at the
guest of honor by Gov. Frank Merriam, Cecil B, DeMille, Will Hays,
Archbishop John J, Cantwell and
Norma Shearer, the latter speaking
feelingly of the close friendship that
existed between Mayer and Irving
Thalberg. Thalberg.

Inalorg.

Entertainers were Bob Burns, Allan Jones, Edgar Bergen and Jeanette MacDonald. Edward Ward of
Metro conducted the orchestra.
Affair was arranged by a committee
consisting of Schenck, Harry Cohn,
Charles R. Rogers and Jack L. War-

#### METRO SWITCHING TO **COLOR FOR 6 FILMS**

Metro is set to go into color more extensively, having concluded a deal with Technicolor under which it commits itself to a minimum of six features to be produced within the next three years.

of late years, Metro has made no features in color, though occasionally tinting sequence or two, prefering instead its own sepia process. It employs Technicolor in the Fitz-Patrick Traveltalks, its Harmanleing cartoons and in one and two-reel musical shorts.

#### Gaynor Back at S-I For 'Young at Heart' Hollywood, March 1.

Janet Gaynor has returned to the Sance Gaynor has returned to the Sclanick-International to for the first time since she completed 'A Star Is Born' and is currently undergoing makeup tests for her role in S-Is- The Young at Heart', set for a production start within two weeks. Richard Wallace will direct.

#### Back to the Mill

Hollywood, March 1

## Neely Bill and British Quota Bring Will Hays Back to New York

Neely anti-block booking bill now up in the U.S. Senate and the new don in hearings on the proposed new jucta but Hays presumably felt that he should personally direct the battle of section and the section were the two vital intustry problems held responsible for what was to be the coast Monday (28). Only reason lays remained in Hollywood an extra, week, it is reported, was to be tresent at the regular meeting and hiff in-officers of Association of Moion Picture Producers. He couldn't lay on for the Academy awards bangues of the Motion Schorly after his arrival in the sat, a full month ahead of the regular arannula meeting of the Motion Picture Producers & Distributors Association, Hays went into huddles with his chief, assistants on both the juctos situation and the status of the level y legislation.

Little more can be dong than has quota measure soon to come up in England's House of Lords for final consideration were the two vital industry problems held responsible for Will Hays' return to New York from the Coast Monday (28). Only reason Hays remained in Hollywood an extra week, it is reported, was to be present at the regular meeting and shift in-officers of Association of Motion Picture Producers. He couldn't stay on for the Academy awards banquet tomorrow. (Thursday). Shortly after his arrival in the east, a full month ahead of the regular annual meeting of the Motion Picture Producers & Distributors Association, Hays went into huddles with his chief assistants on both the quota situation and the status of the the Coast Monday (28). Only reason

quota situation and the status of the

een accomplished already in London in hearings on the proposed new quota but Hays presumably felt that

ing of measure and penalty facing

ing of measure and penalty facing picture companies making any deviation from submitted synopsis, if it ever becomes a law.

Belief is growing that the Neely bill would turn the industry upside down, slow down releases just as trade showing method does in England, and add substantially to the cost of selling product. There are some, too, who envision it as a medium of reducing the number of B' or D', pictures now being made. Not certain whether not Hays will got to Washington, but it is likely that he will carry on campaigns on the two issues from N. Y.

Hollywood, March I.
Will Hays trained out last Friday
(25) for New York following conferences with studio executives on
anti-block booking bill now pending
in Congress and other legislative
matters affecting the film industry.
He was accompanied by Mrs. Hays.

# 'MILKING' FILMS--SQUAWK

## NO NEED FOR NEELY BILL

Not even the proponents of the Neely bill (S 153), which has been reported favorably to the U. S. Senate by the Committee on Interstate Commerce, can believe the measure, if enacted into law, will accomplish its purpose of improving the machinery of leasing films for exhibition. Careful reading of the language of the bill should convince anyone with a spoonful of experience that the provisions of the act would bring about a chaotic condition in production, distribution and exhibition:

On its face the Neely bill is an attempt to regulate block-booking of films. It doesn't prohibit group-licensing, but provides that distributors must accompany their annual listing of features with definite advance information, of the story contained in any motion picture, more than 2,000

The act reads, 'Such synopsis shall be made a part of the lease and shall include (a) an outline of the story, incidents and scenes depicted or to be depicted, and (b) a statement describing the manner of treatment of dialogs concerning scenes depicting vice, crime, or suggestive of sexual passion. It is the purpose of this section to make available to the exhibitor sufficient information concerning the contents of the film and the manner of treatment to enable him to determine whether he desires to select the film for exhibition and later to determine whether the film is fairly described by the synopsis'. scribed by the synopsis.

Continuing, it says. If a motion picture film which has been leased in commerce is substantially different from the synopsis herein above required, whether in respect of the outline or the manner of treatment, the exhibitor may cancel the lease as to such film without liability for breach of contract and may recover all damages suffered by him because of such difference, or he may retain the lease and recover damages for a breach of warranty.

Nothing could be more absurd than such provisions which would become Federal law, if the bill passes both houses and is signed by the President.

Present methods of negotiating for groups of films between exchanges and exhibitors have evolved from the natural processes of the business over the past quarter of a century. The Neely bill purports to regulate, whereas, in effect, it would completely destroy the present system, which, if an from perfect, nonetheleses is the result of continuous practices over a period of years. Relations between exhibitors and exchanges have undergone bitter controvers at various times. From such conflicts, pregress in relationship is born. relationship is born.

If the Washington administration believes there is merit in the appeal for regulation of blockbooking, let the step be made in a sensible, proper manner. Rewriting of certain portions of the uniform agreement of 1933 could be done in conference of representatives of distributor and exhibitor organizations, provided the Department of Justice would give such a conference its blessing by declaring the conferees immune from the anti-

The Neely bill strikes at the heart of the picture business—production. It would regulate and limit, legally, the process of film producing by demanding, under penalty of loss of total investment or negative, that a film must be made substantially within the wording of a synopsis supplied by studios to distributors (who in turn pass it along to exhibitors) some weeks, or months, before camera work begins. Such. proposal is ludicrous.

A feature film is not a synopsis or a screenscript brought to life by camera and microphone. It is a piece of creative expression which forms. itself during the camera period. Synopsis and screenscript form a pattern; living actors, writers, artisans and director, working in combination and cooperatively, are the creators. The history of the making of nearly all successful pictures reveals a series of changes, radical modifications and improvements over the written manuscript. The author frequently is the most active contributor to changes from the original. Technique (which the bill defines as treatment) is the undefinable quality in production which sprints from expert craftsmanship. springs from expert craftsmanship.

The Neely bill, and its House counterpart, the Pettingill bill, have been kicking around Congress for the past three years. Legislators should be informed that the ship has gone by so far as any need for Federal, legal regulation of story material in films is concerned. There is in practical and effective operation in Hollywood and New York studios a production code, administered by the producers under agreement, which is handling the context matter admirably. Passing the responsibility to 13,000 exhibitors to approve, or disapprove, stories after they have been filmed, is unworkable and impractical. It is nonsense.

Even if the Neely bill was good, which it isn't, it is a serious step—the wrong direction to invite legislative interference with the workings of the film industry. Pictures as an art and industry have come a long way in a short time. Absence of Government regulation has had much to do with the healthy growth of the business. The responsibility for inviting Government nose-poking into the film industry cannot wholly be laid at the door of the proponents of the Neely bill. There is room for progress and constructive improvement in existing distributor license agreement forms.

If the present precarious status of the Neely bill has crystallized vol-untary action, it has served its most useful purpose.

#### **GLADYS GEORGE'S 'OR** ELSE' TO M-G STUDIO

Hollywood, March 1. Unless Gladys George, who cently departed Metro, gets a picture ssignment soon-she will go to London to do 'Personal Appearance' for Gilbert Miller.

It was her stage success in the comedy that won her featured roles in several Metro pictures.

#### Hollywood Ahoy!

Harry Rapf and Leon Schlosinger, in their recent. South American issurciuse aboard the Rex. gave the boys in Culver City and Burbank some lefthing to really shoot at Metro producer and WB shorts impresario. I wrote produced directed and screened a whodunit all on the same covoyage. Cast was composed of fellow passengers.

Believed to be the first complete film ever shot aboard an ocean liner.

# SUBSEQUENTS' B.O. LESSENED

Day - and - Dating Pictures Makes It Virtually a Double First-Run - Then There's the Stunt of 'Continued' 1st Runs, Unnatural Holdovers, Etc.-With Result the Secondary Houses Have Little Left -Loew's Squawk in N.Y. Curbed Par's Idea for the Criterion

#### DISTRIBS CAN'T HELP IT

Complaints against what are termed unreasonable hold ov rs, moveovers, day-and-dating or other means the dominant theatres practice in dulling the edge of a picture for runs behind them, are beginning to reach alarming, proportions and ultimately may bring about restrictions under pressure to distributors. The protests are going to studio heads, company presidents, sales managers, leading theatre operators and exchanges.

Although in some quarters it is felt that complaining exhibitors do not have a leg to stand on, certain sales managers are not unmindful that pictures are being unnecessarily drained in many instances. A few large circuits are named in this connection where they have control of a situation and wring pictures dry before letting them go to opposition subsequent runs. The sales head of one of the large companies points particularly to one of the larger, well-organized circuits which has strong buying power. This chain holds pictures even if under the operating nut theatres may no more than break even, moves pictures from a first run to what might be considered a 'continued first run' and otherwise stalls them before letting them go.

Double First Euns

#### Double First Runs

Iting them go.

Double First Runs

In addition to 'continued first runs,' a new term and practice that is coming into the business, circuit milkers will frequently day-and-date product so that it gets a double first-run play before going into subsequents. A situation is noted where an independent is making more money with the cheapest kind of product on first run than he is with choice pictures that come to him subsequently after the out-front milking has occurred. Where large circuits are behind big downtown first runs, the complaint is equally as vigorous where film is heaten thin. One of these is Loew's which, in New York particularly, decries the strain under which pictures are put by the big de luxe first runs before going to the Loew second and hird run theatres. This circuit has often complained of preview nights where two pictures are thrown the public for the usual price, with the fact advertised that an added feature may be seen. This, in the Loew opinion, is double-billing by subterfuge. An instance where Loew's, buying power of which must be respected, put in a terrifu squawk was when Paramount planned move-over first runs from the Par to the Criterion under a deal to acquire later. It never went through.

More Holdovers Today

The big chains with a molority of

#### More Holdovers Today

More Holdovers Today

The big chains with a mojority of first runs take the position that there are more holdovers today, even if forced somewhat, due to the fact there is shortage of serviceable near-A' or B' pictures to fill out. This explains the in resistance, it is claimed, with these in many cases doing better than what's left after the 'A' product has been culled from programs.

It is questionable what, if anything, the distributors will do about control of product on first run. With most crying for extended runs every-

most crying for extended runs every-where, the average sales manager is in peculiar position in the matter. (Continued on page 19)

# Despite Favorable Neely's Bill Report, Any Legislation in '38 On **Anti-Block Booking Looks Cold**

#### SIEGEL HEADS ALL REPUB. PRODUCTION

Hollywood, March 1.
M. J. (Moc) Siegel was named managing director in charge of all production at Republic Monday (28). Title-of precident of Republic Pictures, held by Siegel, was declared vacant. Other promotion on the local collection of the local state of the collection of the local state of t

of all features. Charles Ford takes over Siegel's former assignments. Hubert Voight was dropped as publicity head with no replacement to be made. Announcement from Herbert Yates, board chairman, stated that producers and directors will be added with present studio will be added with present stu-personnel remaining undisturbed.

# ART CINEMA CO LIQUIDATED; 30% DIVVY

Art Cinema Corp., former financing unit for United Artists, headed by Joseph M. Schenck, which ceased to function around three years ago, is understood now to be finally liquided, with stockholders having received recently the last dividend payment from this firm.

Understood that all told the shareholders received approximately a 30% dividend, amounting in the aggregate to around \$1,500,000.

#### Fidler Scores First Point in Constance Bennett's Libel Suit

Hollywood, March 1. Superior court Monday (31) sus-

Superior court Monday (31) sus-tained the demurrer of attorneys for Jimmie Fidler, defendant in the \$20,000 libel suit field by Constance Bennett, and gave the actress 10 days to amend her complaint. Film gos-siper is accused of making false statements on the air concerning the

statements on the air concerning the film player.

Court held Miss Bennet could sue for slander, but not libel, drawing distinction that libel must prove tendency to damage, while slander is based on actual damage.

#### Hedy to Get Fresh Start Under Wanger

Malter Wanger will sponsor the Mollywood, March 1.
Walter Wanger will sponsor the American sereen debut of Hedy La Marr, the erstwhile Hedy Kessler of Ecstasy' repute, who has been on the Metro loi for six months without getting a chance before the cameras. Wagner has borrowed her for one of the two femini leads opposite. Charles Boyer in 'Algiers,' which James Cain is now adapting from the French story.

Washington, March 1.

Block-booking legislation seems unlikely to make much greater progress in Congress this year than has peen the case in prior sessions. This despite the favorable report given the Necly bill,

the Necly bill.

Jammed Senate calendar is almost certain to bar consideration of the measure to force abandonment of traditional sales practices, at least until near adjournment, when there would be insufficient time to put such a proposal through the House. There disposition of House leaders to give consideration to the matter, despite -persistent - pressure from friends of independent exhibitors.

The House is the stumbling block in the way of the reform element, Chairman Clarence Lea of the Interstate Commerce Committee state Commerce Committee cannot see how his group can spend time holding hearings, and does not feel disposed to take up the Pettengill bill without having more oratory. Many matters of far greater importance are requiring attention of his

Chance remains that the Senate will act, but, in view of the House conditions, this would be ineffectual. Some suspicion Senator Neely is not some suspicion Senator News is not especially anxious to get a vote and is content to have the proposition die on the calendar at the end of the

Columbus, March 1.
Federal court decision throwing out Ohio anti-compulsory playdate law will have no adverse effect on other litigation involving exhibitors interests, according to Secretary P. J. Wood of the Independent Theatre Owners of Ohio.

Owners of Ohio. Wood points out that the court overruled three points raised by distributors: the contention that the law places an undue burden on interstate commerce, the theory that it fringed on copyright law and the distribs' contention that public exhibition of motion pletures is not affected with a public interest.

He thinks passages in decision on public interest should be helpful in upholding North Dakota theatre divorcement law. Pending appeal in Interstate Amus. Co., case should be helped by clarification of respective spheres of federal and state governments be save.

Disrupting Effect
Following a series of confabs between sales representatives and legal experts of principal major companies at Hays office in past two weeks, consensus of opinion in industry is that the Necly anti-block booking bill now in the U. S. Senate would completely disrupt current methods of distribution, And further that it would be extremely unwise for the picture business to be saddled with any such drastic experiment at a time when income is on the downbeat and numerous other problems now are confronting the industry. As the wording of Neely bill

besides repute, who has been on the Micho lof for six months without getting a chance before the cameras. Wagner has borrowed her for one of the two, femini leads opposite. Charles Boyer in 'Aligiers, which James Cain is now adapting from the French story.

Production, which will be released by United Artisls, 'All follow Wanger's. The River is Blue, now in the final stages of filming.

PAR GIVES MIKE A TRY Hollywood, March 1.

Michael Brooke, Britain's Earl of Warwick turned abtor, has cheeked i at Paramount following a trip to the homeland, and is now waiting his first camera assignment.

Brook was under contract to Metro for six months without an ossignment, despite that he drew \$750 weekly.

# Lefty Gets an Offside Proposish, **But Junior Keeps Him Straight**

By Joe Laurie, Jr.

Coolacres, Cal., March 1.

Coolacres, Cal., March, I.

Dear Joe:

There is a reason for whatever happens. I just found out why I got Snow White and 'In Old Chicago.' It wasn't a mistake it was done on purpose. Here's what happened last Tuesday a mysterious looking guy came to the box office and asks Florence, the cashier, where he could locate me, so she sends him to my office. I was in there just finishing up the Anniversary Number of Vanitry when I hear a cough, and when I looks up I see this bird. He is about the size of a bartender and has gray hair which matches his face. Then with a mysterious baritone voice he says. Are you the manager?

Well, with the kinda pictures I've been ruinning lately I'm afraid to say. The manager and I kinda stall him with a hem and a haw and say. What do you want to see the manager about? With that he gives me a clammy handshake and sez, I'm Willie Brady from the Exchange. How did you do with 'Snow White?''. Well, I think its a trap, so I start be littling the picture, telling him that the color hurt the eyes of my customers and I expected lawsuits about it. At this, he kinda laughs, if you can picture an oyster laughing, and sez, 'If's okay pal, you can come clean with me. I sent that picture to you and I also sent 'In Old Chicago,' but I couldn't figure why you sent 'Chicago back without running it; that's why I came up to see you personal.' Well I sex, 'I aidn't know that you are the new manager of the exchange,' and I was very happy to hear that they are going to, give me a break, and send, me good pictures without checkers. 'Naw' he sex, 'you got me wrong pal, I'm not the manager.' I work in the shipping department, and I've had a little run of hard Juck and I figured that you'd pay me a little extra on the side if you; got some of the better pictures.' He tells me he picked me out because my theatre was in such an out-of-the-way place and nobody would ever know. Well, by that time I see the whole racket and I tell him that I'm a hussiess men and I'd don't believe in rackets. He tells me I'm a sap

sne sez, You always make me your partner when you got some trouble to cut up.

The 'Honest Hearts' Routine

Well. I goes back to Fish-eyes and I read him a scene from 'Honest Hearts' until I almost got to cryin' myself. Well, the guy hung his head and looked like a disappointed eagle; a few ice: cubes trickled down his cheeks, and he begs me not to say anything to the exchange because he's got a wife and kids. I tell him I never blew a whistle in my life on any-body and the best thing for him to do is to go straight. So he gives manother option on a handshake and he scrams. Maybe I should have done business with the guy to give him a chance to get some dough for his wife and kids, and it wouldn't hurt the exchange because they make plenty of dough, and besides it would give a chance to the poor people of this fown to see 'good pictures. But it's best to be honest; and anyway the whole thing may have been a trick to catch me off my guard.

They sent me a 'picture last week 'that would be great to empty the theatre in a hurry. In case of a fire all I'd have to do is to show the picture, open the doors wide, and the patrons would do the rest. I guess the exchange doesn't want me to get into the higher brackets.

Remember me to the boys and girls and tell 'em the only trouble I find with. small down is everybody knows, everybody that everybody knows.

Your pal, Lefty.

Hildegarde sez, 'In these days you really can't judge by appeara A woman that is wearing a mink coat may really be wealthy.'

#### FRANCES FARMER SUED FOR \$75,000 COMMISH

Frances Farmer, stage and screen star, currently in Golden Boy on Broadway, was sued yesterday (Tuesday) in N. Y. supreme court by Shepard Traube, agent, who claims the actress owes him \$75,000 in fees on her engagements, since December, 1935. Judge Bernard Shientag has ordered Miss Farmer to appear March 7- for examination before trial of the suit. Traibe wants an accounting of her earnings in pictures and on the stage since the time she alleged to have run out him. The agent claims he and Miss Farmer entered a contract in May, 1935, which was to run for five years. He was to get her lobs and receive the usual 10%. Avers he immediately hooked her up with Paramount and arranged for other engagements. She never paid him, but instead, on Dec. 15, 1935, informed him he was all washed up so far as she concerned. In her answer Miss Farmer admits signing contract with Traube but claims he w the first to breach the Also opposes it on ground plaintiff has standing not having a license to run a heatrigal agency.

#### Ryskind's 'Service'

Hollywood, March 1.

Morrie Ryskind is back the
RKO lot to do the screenplay for
Room Service, which will be filmed
with the Marx Bios, in the featured
spot. George Stevens will direct.
Ryskind was last at RKO for the
"Stage Door" script.

#### Starring Status for Lanes

Hollywood, March 1. Priscilla and Rosemary Lane have ocen elevated to star status by Warners, bringing the Burbank lot's ros ter of top billers to 25.

Elevation of Priscilla Lane came as a reward for her work in 'Holly-wood Hotel' and 'Golddigers in Paris,' while Rosemary Lane won her upping through performances in 'Cowboy from Brookly' and 'Love, Honor and Behave.'

#### JESSEL-TALMADGE OPEN PERSONALS APRIL 15

George Jessel and Norma Talmadge come east April for five theatre dates via the William Morris agency. Fox, Detroit, has pencilled them in for April 15, following which they play successive weeks at the Stanley, Pittsburgh; Capitol, Washington, and the Century, Bultimore. Following Balto, act lay, off week and comes into Loew's State, N. Y. May 20.

Act will have Josephine Starr, youngster, with them on the air, amy Arnel, singer, several slooges, and Tommy Tucker's band from Jessel's Tommy Tucker's band from Jessel's radio commercial which, will not be interrupted. Tucker will batton the atre pit hands shifted to the stage, bringing several key men from his own outfit for insertion into the fouse crews.

Billy Gilbert, him comedium, has had two weeks added to his current pa. tour. He goes into the Stanley, Pittsburgh, Friday (4), and Sl. Louis, March 11.

#### **20TH'S FINAL STRAIGHT MUSICAL THIS YEAR**

Hollywood, March 1. Darryl Zanuck told 20tt Fox pro-ducers today (Tuesday) 'Alexander's Ragtime Band' will be the last of straight musicals this year.

Films will carry musical interpo-lations with personalities dominat-

#### **Bobby Jones Golfs** With Judge, but Loses WB Income Tax Plea

Atlanta, March 1

Atlanta, March 1.
Federal Government was entitled to \$53,39,37 income tax slice it took out of \$156,200 paid Robert Tyre (Bebby) Jones by, Warner Bros. Pictures, Inc., for series of golf shorts I 4931 and 1933, Federal Judge Bascom. S. Deaver puled last week. Exgolfing champion had made deal with his father, Robert P. Jones, whereby latter purchased services of his for \$1,000 and received monies paid by Hollywood producers, which funds were placed in trust for Bobby's three minor-children.

Bobby's three minor children.

Senior Jones announced case would
be appealed. Heard in Macon, Feb.
2 judge took case under advisement,
signing decision order Feb. 23 at
Athens. Ga., where he was holding
court. Jurist ruled that if golfer had
assigned his future earnings to his
father as trustee for the children
atter he had, executed contract with
Warners' there could be no question
as to the taxability of such income.'
This, in refect, and in contempla-

This, in effect, and in contempla-on of the income tax laws, is clly what he did do. His father was mere conduit, judge stated.

During trial Jones paired with a Macon dothier against Judge Deaver and a special assistant to attorney-general, who assisted in defense of, case, giving jurist and partner a shellacking in an 18-hole match at Idle Hour Country Club.

#### Columbia's Story Hunt For Lanny Ross' New Pic

Hollywood, March 1.
Columbia is having a lot of trouble finding a story for Lanny Ross, radio's old Show Boat star. Tenor doesn't want just another picture, where for, no reason he sings early and, often, but is holding out for something like 'It' Happened One Night' where Clark 'able did some bd, but logical, singing while rolling along in a car.

Stories where singers moved around and had a reason for singing run into costumers and troubadours, and Col., doesn't like to play into the hands of either, as they run into money. Meanwhile Ross is shopping round for a story on his own.

#### Jock Lawrence Now Asst. Producer to Sam Goldwyn

Hollywood, March I.

Jock Lawrence, for two years
Samuel Goldwyn's chief praiser, has
been uppped to an assistant's berth
in the production department. Al
Vaughn, who has been assistant publicity director, moves up.

Freddie Kohlman, who originally
went with Goldwyn as talent execulity and later was prepared to as-

tive and later was promoted to as-sociate producer, left the lot last week at the same time George Haight and Sam Marx did.

#### U's N. O. Pic

New Orleans, March Brince Manning, scripter with Uni-ersal, is here for a stay of some to gather material for film he is working on, tentalively titled 'New Orleans' He guest of James K. Feibleman, writer.

Manning also renewing acquaint-ances with local newspaper boys with whom he formerly worked on The It.

#### B'way Gals' Cameraing

Hollywood, March I.
Warners has Sent Thre Broad-way Girls; before the amoras with John-Farrow directing from Law-rence Kimble's screenplay.

Cast includes Anita Louise; Gloria Dixon, Susan Howard, John Litel and Pattic Knowles.

# The Girls' Eye View

By Marian Squire

'Sally, Irene and Mary' Well Dressed Gals.

If you have a weakness for Fred Allen and Jimmy Durante, an evening with 'Sally, Irene and Mary' can't be a waste of time. Besides, being very funny guys, they have the added break of getting some smart lines and funny, if implausible, situations to play around with. Still on the laugh side of the ledger are Joan Davis and Gregory Ratoff with Louise (Gypsy Rose) Hovick doing sort of brunet Mae West and getting all the ment out of her lines.

side of the ledger are Joan Davis and Gregory, Auton, wan Louise, Tayppy, Rose) Hovick doing? sort of brunet Mae West and getting all, the meat out of her lines.

Alice Paye and Tony Martin handle the cardiac affairs and most of the songs. Fetching costumes were designed by Gwen Wakeling for Miss Faye, whose lines lend a feminine louch to the most man-tailored suits. The rears on for this is obvious in a little girl frock with tight sash and short skill, with Joan Davis in an identical costume showing, as much anadomy but fewer curves. Marjorie Weaver makes the third of the tirlo.

Bridesmaids' outlits, with high ruffled bonnets, and full floor-length growns ruffled from stem to stern are becoming to all the girls. Miss Fave brides in a slim white satin gown and tulle veil caught on top of her head with a bunch of white flowers. A telephone doll dress with tiny ruffler and rosebuds outlining the drop shoulder line is another happy choice for Miss Faye.

Louise Hoyick pursues Tony Martin, wearing a practically topless black evening gown—a line not suited to her architecture. A white evening gown with shirved bodies, and long ermine cape does better by her allowed the head.

Tony Martin, a little too composed as the vocalizing juvenile, sings better than he auts—but he's traveling in some pretty fast performing company in this film.

Roxy Stage Show's Femme Lineup

Cowboy Bee Ho Gray is brought on stage by the Gae Foster girls, ing a Roxy version of milkmaid costume—ruffled white aprons before and brief red pantics behind and high white bonnets on top. A group in bright red dresses and white cartwheel hats serve as. Ten Pretty Girls, to introduce the dancing Condos Bros. Girls switch to old blue satin sheaths and large chiffon scarves to background violiniste Jeanne Brideson's first number.

umber.

Miss Brideson fiddles in a white bouffant gown with rhinestone studded

Miss Brideson fiddles in a white bouffant gown with rhinestone studded drop shoulder bodice, and white flowers in her dark hair. There's nice staging for her second solo, with Eleanor Tennis providing dancing background on the elevated stage behind gauze curtain. Miss Tennis wears a pearl white ballet dress, the top layer of tulle caught at the wrists with wink-like effect.

wink-like effect.

Acrobatic Paul Kirkland's and company assists him in a while starred blue blouse and short white chiffon skirt. Foster Girls wind up the bill with a repeat on the Tyrolean costumes and bike routine of last week, and considerable improvement in handling the wheels.

'A Yank at Oxford' Squares Robert Taylor
'A Yank at Oxford swarms with whimsy, Oxford tradition and boyish exuberance. All in an apparent effort to prove that Robert Taylor has hair on his chest. Mr. Taylor is an exceptionally good looking young man, but not so beautiful that he should be forced to run like mad, gritting his nice white teeth in order to show the fans, that he doesn't live on am puffs. Mr. Taylor's character is essentially more leisurely, than the energetic Lee Sheridan, and he gets the athletic idea over better when he is not actually engaged in competitive sports.

It is hard to take the large gobs of nobility scattered among the boyish hilarity. The character drawn by Griffith Jones as Paul Beaumont, hasn't indicated any such trait. The whole thing is strongly reminiscent of the Tom Brown series.

the Tom Brown series.

the Tom Brown series.

The girl-who-nisunderstands-then-sees-the-light is Maureen O'Sullivan, who has little to do and does it in simple schoolish frocks with straight lines and neat round collars.

The memace is supplied by Vivien Leigh, who doesn't look as dashing as she is nithended to be as the college widow. Two fur-trimmed outfits are more scrambled than sirenish. One is a short-sleeved dress with leopard collar and cuffs worm with Byeton. The other is a light fur-trimmed jacket with a halo hat.

Linnel Bartymore tolders ground his newspape offce and syound Oxford.

jacket with a halo hat.

Lionel Barrymore tolters around his newspaper office and around Oxford admiring son Robert Taylor and straightening matters, out. This should be easy for Mr. Barrymore'as it is about the third time this seaso, he's turned up at school at the last minute, to fix everything up for the fadeout.

'A Slight Case of Murder's Big Case of Mirth.
'A Slight Case of Murder' is more than a slight case of giggles with Edward G. Robinson fiaving a marvelous time doing a reformed bootlegger. Given ingenious situations and Edward Brophy, Allen Jenkins and Harold-Huber to assist in the wacky proceedings, Mr. Robinson and the audience should both be happy.

Everyone has Itin except Jane Bryan, who is in the unfortunate position.

between the sun except Jane Bryan, who is in the unfortunate position of being a necessary adjunct as the daughter of Robinson and Ruth Donnelly. It may not be entirely her fault that she acts like a polite visitor to the haivine household. Having little else to do, however, Miss Bryan might have remembered that she is supposed to have spent a number of years in a smart Parisian finishing schools. Finishing schools do not turn out young ladies who indicate directions with their thumbs. It's a graceless and charm-destroying gesture, for a female.

out young ladies who indicate directions with their thumbs. It's a graceless and charm-destroying sesture, for a female.

The only other straight part of importance, in the dizzy doings, signed to Joe Downing, who is rapidly becoming Hollywoods strister-pan No. 1. He makes 'Little Caesar' look like Poxy Grandpa in comparison Mr. Downing only shows up to occasionally in the film but his appearance is just the right touch of contrast to heighten the comedy effect.

No picture is funny merely because it doesn't make sense, and 'A Shight Caes of Murden,' with its cast, lines and situations should stand on its own as a comedy, instead of being included as just another of the 'craxy cycle' fad.

nad. Miss Donnelly plastered with refusestones and sequins, befilting her position as the wife of an ex-public enemy. Miss Bryan is girlishly tallored as to street clothes with one metal cloth evening gown with high waist and low neek, worn under short peplum jacket that looks like it belonged to another dress.

O.K., But No. Birth of Nation

The advertising goes unusually haywire, even for picture blurbing, in calling Of Human Hegats, the drama to challenge the fame of the mighty Birth of a Nation. Not arguing the merit question, the two haven't even waved to each other in a parade. There is a touch of Civil War in Hearts, and a Lincoln by John Carradine, but the picture comes under the heading of sermous, and a treat for femme matine-goes; in search of a good ery. Everything happens to Beulah Bondi, (Matry Wilkins), but her sweet resignation can't be shaken by taking away her husband, her ken, her pet horse and her, family trensure.

Learnice Joy Gilbert, and Goie Reynolds, are well chosen for Ann Rutherford and Stewart as children, Miss Rutherford is a sweet-voiced hoop-skirted heroine with little heart-interesting to do among the recis of mother Beulah Bondi's sicrifice, and son James Stewart's lack of mother

Standing.

Guy Kibbee Charley Grapewin and Charles Coburn—three gentlemen who can always be counted an to hold their own—make up some of the character, in the circuit rider's village headquarters.

# Mae West's P.A. Hypoes 'Danger' In Chi to Smash \$38,000; 'Yank' \$17,000, 'B'cast,' Fields Orch 25G

Chicago, March 1.
Topping the town in all directions and on every score is Mae West, who cracking attendance and gross marks at the Palace this week. Smacked the front pages and public attention: from the minute she stepped of the train, and the crush at the Palace is so big that it has been necessary, to squeege in a schedule of six and seven shows daily.

Bad disappointer is the Big Broad-

ule of six and seven shows daily.

Bad disappointer is the Big Broadsatistic with Shep Fields band, at the 
Chicago. Oriental holds over Goldwin Follies' which turned in a 
whacking session previously. Will 
hold to a good gross on indications. 
Yank at Oxford got away nicely at 
the UA: In Old Chicago indicates 
that it is fixed to break run records 
that it is fixed to break run records 
for roadshow pictures in this town, 
to the property of the control of the 
town of the control of the control of the 
the control of the control of the 
the control of the control of the 
the control of 
the control of

Estimates for This Week

Estimates for This week
Apolle (B&K) (1,200; 55-83-\$1.10\$1,851—In Old Chicago (20th) (5th
week). Holding up to remarkable
gross despite lengthening of stay. Far
above stop figure at \$16,000 again last
week, strong.

week, strong.

Chicago (B&K) (4,000; 35-55-75)—
Broadcas? (Par) and Shep Fields band on stage. Disappointing take in pusper though good stage show. Looks 25,000 tops, weak. Last week, Gold (WB) and vaude didn't bring any gold into this spot and sank the register to sad \$24,000.

Garriek (B&K) (400.00.

register to sad \$24,000.

Garrick (B&K) (900; 35-55-65-75)

-Paid to Dance (Col). Not much indicated here and will have to be satisfied with \$5,000 on the week. Last week. Hurricane (UA), finished wow six-weeker in loop to fine \$5,100.

nne \$5,100.

Oriental (B&K) (3,200; 35-55-75)—
'Coldwyn Follies' (UA) and vaude (2nd week). Holding to good \$18,000 currently following sock \$31,000 last

(2nd week), Holding to good \$15,000 currently following sock \$31,000 last week week. (KCO) (2,500; 35-55-75)—Thanke Danger' (RKO) and vaude. Mae West on stage and that tells the tale. Personal is dragging in wow coin and business. Topping everything in town with shattering \$38,000. Just a question of squeezing em in. Last week, Stage Door' (RKO) and yaude, finished second week here to neat enough \$16,300.

Roosevelt (B&K) (1,500; 35-55-65-75)—Baroness (20th.) Opened Saturday (26) and looks all right for \$1,000. State-Lake (1,000; 2,000; 2,5-35-55)—Crash (1,000; 2,5-35-55)—Crash (1,000; 2,5-35-55)—Trash (1,000; 2,5-35-75)—Vank (MG), Opened \$13,000. Last week, Beg. Borrow' (MG), nice \$12,100.

United Artists (B&K-UA) (1,700; 35-35-575)—Yank (MG), Opened \$31,000, Last week, Everybody' (MG), saged and yanked after weak \$10,200.

#### 'Sacred,' 9G, 'Gold' 8G, Snappy in Dull Seattle

Seattle, March 1.
In general Seattle is glad January and February are over with March is expected to bring the usual spring business pickup, with lumber and other industries showing new life.

Blue Mouse (Hamrick-Evergreen) 900: 27)— Hawaiian Buckaroo' 20th) and Jury's Sceret' (U), dual. Expect only \$1.800, poor. Last week Crashing Hollywood' (RKO) and Wise Girl' (RKO) dual, fairish \$2.900.

Cashing Hollywood (RKO) and Wise Girl (RKO) dual, fairtish, \$2,200.

Golbeum (Hamrick - Evergreen) Golbeum (Hamrick - Evergreen) Golbeum (Hamrick - Evergreen) Goldeum (Hamrick - Evergreen) Goldeum (Hamrick - Evergreen) Goldeum (Hamrick - Evergreen) Goldeum (Hamrick - Evergreen) (Hamrick - Goldeum) Goldeum (Hamrick - Galleum) Goldeum (Sterling) (850; 10-21)—Fight (Form Glory (RKO) and 'Sheaten (Hamrick - Galleum) Goldeum (Hamrick - Galleum) Goldeu

#### **Key City Grosses**

(UA) moved from Fifth Ave. Reaching for \$3,000, good. Last week Happy Landing (20th) and Bulldog Drummond's Revenge (Par) dual, fourth and final week, six days, \$2,600, good.

ovu, good,

Orpheum (Hamrick - Evergreen).
(2,700; 32-37-42)—Gold' (FN) and
Change of Heart' (20th), dual, Anticipate \$8,000, good. Last week
Everybody Sing' (MG) 'Mr, Moto'
(20th), dual, yanked after five slow
days, \$3,100.

days, \$3,100.

Associated by the control of the con

\$9,100,
Roosevelt (Sterling) (850; 21-32)—
'Awful Truth' (Col) and 'Daughter
of Shanghai' (Par), dual. Nice combination heading, for \$2,500, good.
Last week 'True Confession' (Par)
and 'Boy of Streels' (MG), dual. \$2,-

# **WEEMS HYPOES BARONESS' IN** BUFF., 18G

Buffalo, March I.
Ted Weems is sending the gross
at the Buffalo up to the highest point
in some time, with the Century and
Lafayette following in with excellent
figures.

Estimates for This Week

Estimates for This Week.

Buffale (Shea) (3,600: 35-40-60)—
Baroness and Butler' (20th) and Ted
Weems orch. Good start indicates
figure of action to the band. Last end
Ferdle Grote band, so-so-\$13,000.
Century (Shea) (3,400: 25-35)—
Hawaii Calls' (RKO) and Born to
the West' (Par). Away to a fine
start, due to Bobby Breen's personal
appearance. Probably over \$9,000.
Last week 'Checkers' (20th) and
Chan at Monte Carlo' (20th), excellent \$8,600.

Goldwyn Follies' (UA) (2d wk).
Uncertain holdover business. Probably only \$5,500. Last week a standout at \$15,000.

Hipp (Shea) (2,400: 30-50)—'Hittling New High' (RKO) and 'She's
Got Everything' (RKO) and 'She's
\$4,000. Last week Asene Lupin Retion (AGC) (3,400; 33-50)—'Goldwyn (1,400; 33-50)—'Goldwyn (1,400; 33-400; 30-50)—'Hittling New High' (RKO) and 'She's
\$4,000. Last week Asene Lupin Retion (AGC) (3,400; 33-50)—'Boritentiary' (Col) and 'No Time to
Marry' (COl). Nine days on this
should spell neat \$9,500. Last week
Non-Stop, New York' (GB) and
That's My Story' (U), five days, poor
\$3,000.

#### No Dent in Montreal For 'Snow White,' 18G

Montreal, March 1.
Town goes Snow-While currently
and will stay so maybe for five-six
weeks. With the Palace the sole
Montreal flouse where children under 16 will be admitted, and turnaway biz first three nights, it may
get \$18,000, biggest in years.

get \$18,000. biggest in years.

Estimates for This Week

Palace (CT) (2,700; 50)—Snow
White (RKO). As expected is
wowing, the town and may get
\$18,000, best in years. Last week,
Happy Landing (20th), quite good
at \$8,500.

Capitol (CT) (2,700; 50)—Everybody Sing (MG) and The Jury's
Secret (U), Nice star appeal may
offset Lent some, but cannot see
much above \$5,000, good. Last week,
Paradise for Three (MG) and

Women Men Marry\* (MG), good \$7,000.
Leew's (M. T. Co.) (3,200; 50 'Non-Stop New York' (U) and 'Prescription for Romance' (U). Fair week-end and should gross \$6,000; good: Last week, 'She Married an Artist' (Col) and 'Under Suspicion' (Col), \$5,500, good.

(Col.) and 'Under Suspicion' (Col.), \$5500, good.
Princess (CT). (2,300; 50)—Wise Girl' (RKO) and 'Grashing Holly-wood' (RKO). This may gross hice \$5,000. Last week, Tarzan's Re-YRO). \$5,500, god. High Flyer's Grpheum (Ind.) (1,100; 50)—Noth-ing Sacred' (UA). Liable to gross \$4,000 good Last and ninth week of 'The Hurricane' (UA) did well at \$2,500.

\$2,500.
Cinema de Paris (France-Film) (600; 50)—Citadelle de Silence' (2nd wk). May gross: \$2,000, good, atter a very good \$2,500 last week.
St. Denis (France-Film) (2,300; 34)—Mirage' and 'La Fessce: Lent will bring it down to \$6,000, fair. Last week very good \$7,500 on Un Carnet de Bal' and 'Au Pays, de Solell'

# GARLAND'S P.A. SOCK 31G, PITT

Pittsburgh. March 1.

It's all Judy Garland and The Goldwyn Follies' here this week. Between the two of them, the Stanley and Peinn are just about absorbing all the loose coin there is around and the rest of the houses are suffering commensurately. Peaded for new with Garland gal in person and 'Paradise for Three,' management being forced to run five stagement bei

Alvin pulled Baroness and Butler last night (Mon) after five days of second week.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-30)—
Baroness and Butler (20th) (2d wk). Did fairly well at opening of h.o. chiefly from overflow at Stanley, but didn't hold up. Yanked last night (28) after five days on extra session to around \$4,00. Total Opport Formation of the control of t

with only about \$4,000 in the till. That on top of poor \$5,500 opening stanza.

Penn (Loew's-UA) (3,300, 25-35-59-100 dwylical indifferences, but exceeved with the control of the control

#### Lent Begins Today

Lent begins today (Ash Wednesday) and runs through April 16; the following day (17) being Easter Sunday.

While of late years in some the more perioded to the control of the more perioded control of the more periode the more periode the more periode the more periode than the control of the more periode the periode that the periode the periode that th

While of late years in some of the more populated centers such as New York and Chicago, the Lenten period has not done as much harm as expected, in certain of the keys as well as smaller communities it, always injures considerably.

# Record Cold Chills B'way B. O.'s: 'Sally, Irene' Good \$43,000, 'Yank' 30G, E. G. Robinson 28G: Lent Here

#### **Broadway Grosses**

Estimated Total Gross
This Week \$294,500
(Based on 12 theatres)
Total Gross Same Week
Last Year 276,400 (Based on 12 theatres)

Ever since Washington's birthday business has been running consider-ably under normal. Pictures took a more than expected drop immedimore than expected aron immediately after the holiday, last Wednesday. Thursday and Friday (23-24-25), causing some alarm along New York first run front. The weekend proved pretty good generally, but on Monday (28), with bitter cold and a high wind, it was brutal: Total of grosses for the week will run quite a bit behind average for this time of the year.

Among the new pictures nothing

outstanding was unloosed on Broad-way. Leader is 'Slight Case of Mur-der,' which is benefiting from wordder, which is benefiting from word-of-mouth and, but for conditions, would be more than \$28,000 indicat-ed. This is nice business, however. Runners-up are 'A Yank at Oxford, which should get about \$30,000, good, for the Capitol, and 'Sally, Irene and Mary,' Roxy incumbent, which sug-gests \$43,000 or over, satisfactory. All three hold over.

All three hold over.

Pictures which stayed over from last week include 'Goldwyn Follies,' Tom Sawyer' and Buccaneer,' last mentioned starting its third week today (Wed.) with the Clyde McCoy orchestra and Mitzi Green in the fesh. 'Buccaneer' and McCoy rock of a sensational \$61,500 the first week, dropping more sharply than anticipated to \$37,000 on the second, ending last night (Tues.). However, very profitable at this figure.

Sawwer, only \$85,000 last week

very profitable at this figure.

Sawer' only \$85,000 last week (its first), over Washington's birthday, and thus was a dangerous hold-over. On the second stanza, current, it will be only about \$65,000. Opinion that the picture had two strikes against it in following Show White on a five-week run, largely because both are so-called kid pictures.

What happened to the street on top of Washington's birthday last

# B'DCAST,' VAUDE GOOD \$18,000 IN WASH.

Washington, March 1. Heavy take still being collected by 'Snow White,' house which has been averaging only about one-third such grosses for months, is holding other spots down perceptibly. Tops among the newcomers is the

Earle with 'Big Broadcast of 1938,' looking to have close advantage over Capitol with 'Arsene Lupin Returns.' Both stage show spots counting

chelly on flickers this week.

Estimates for This Week
Capitol (Locw) (3,424; 25-35-40-66).

Arsene Lupin Returns' (MG) and
vaide. Major Bowes unit helping
some, but week won't better fair \$17.500. Last week. Baroness and
Butler (20th) and vaide, good.
\$22,000.

\$22,000.

Columbia (Loew) (1,583; 25-40)—
Buccaneer (Par) (2d run), Passable \$3.700, Last week, Everybody
Sing; (MG) (2d run), light \$3.500.
Earle (WB) (2,244; 25-35-40-66)—
Bir Broadcast of 1938 (Par) and
vaude. Pic alone should win satisfying \$18,000. List week, Gold (WB)
and vaude, built slightly to loke

\$6.000.

land vaurde, built slightly to loke \$16,000.

Keith's. (RKO) (1,830. 3.-55)—
Snow White (RKO) 13d week). Holdring metrily to lead flows with swell \$19,000. Hast week same, pictook wow \$23,000.

Met (WB) (1,853,25-40)—Tarzan's Revenue (20th). Average \$5,000. Last week Boy of Streets' (Mono). 20od \$6,000.

Palace (Loew) (2,303; 33-55)—Yank at Oxford (MG) 12d week). Oce \$9,000. Last week same pic vollected satisfactory \$16,500.

week is most clearly suggested by the slump that hit 'Goldwyn Folles.' Starting off for what scemed a sure smash \$44,000. on its first week it slowed to \$38,000. On the second week beginning Saturday (26), there was renewed action, but with Mon-the surgict beauting from the weather, the start of the start of the start about \$22,000, though above swenge for a holdover here.

about \$22,000; though above average for a holdover here.

Secondary, first run product includes She Marrier an Artis, at the cludes She Marrier and the she was a she with the suggests a moderne \$6,500. Rial to brought 'Women' Monday morning (28), atter yanking 'No Time to Marry' on a five days' gross of \$3,200.

Last week's holiday helped 'Old Chicago' to \$11,000 at the Astor for the seventh week, this beating the prior week. Report that 'Marce Polo' may follow here is unconfirmed, but doubted.

Secondrum State is among the suffernite week. Business looking considerable week. Unsiness looking considerable week. Statis prices, and is continuing strong, maybe \$19,000 this (2d), May go a third.

Today (2), being Ash Wednesday, Lent is here. It ends April 16.

Estimates for This Week.

Today (2), being Ash Wednesday, Lent is here. It ends April 18.

Estimates for This Week
Astor (1,012: 55-\$1,0-\$1,6:\$2.20).—
Chicago (20th) (8th week). Went
to \$11,000 last week (7th) as egainst.
\$10,800 the prior (6th week). Went
asins another five weeks.
Capitol (4,520: 25-35-55-85-85,125).—
'Yank at Oxford (MG). Metro's first
English-made; starring Robert Tayyank at Oxford (MG). Metro's first
English-made; starring Robert Taylor, got good notices and but for general conditions would be better than
\$30,000, though good. Holds. Last
week, 'Human Hearts' (AlG) disappointed at around \$22,000.
Criterion (1,682: 25-40-55).—She
Married an Artis! (Col). Not arousinfimula interest, only about \$7,000.
In the color of the

figured: last week (1st) very big \$61,500, while second heat ending last night (Tues.). \$37,090, good but not terrific. Big. Broadcast' (Par) and Cab Calloway open here next Wednesday (19). Radio City Misie: Hall (5,980; 40-50-84-99-31,55)—Tom Sawyer (UA), and stage show (2d week). The kids can't come here'every week at pre-can't come here'every week at pre-picture isn't doing better; last week (1st) \$85,000, disappointing; and on the holdower probably no more than

11st J \$85,000, disappointing, and on the holdower probably no more than \$65,000, weak. "Bringing Up Baby" (RKO) tomorrow (Thursa). Riaito (750; 25-40-55)—Women in Prison (Col). Rushed in here Monday morning (28), displacing. "No Time to Marry (Col), and perhase \$7,000. "Marry" on five days. \$5,200, fair.

fair.
Rivoli
Goldwyi
Musical (2.092: 40-55-75-85-90) yn Follies' (UA) (2d week held down by general slu Twist (2,002 40.35 75.35 90)

Goldwyn Follies 'UAN' (2d week)'
Musical, held down by general slurationers but considerably over average on holdover at about \$22,000. First week slid toward finish is \$33,000, at least \$10,000 under whet it looked like week would be as of Washington's birthday (22), birt \$33,000, still bit. Goes the sweek.

To and Mary' (20th), and strue and Mary' (20th), and strue and Mary' (20th), and strue for year of the structure of the stru

factory enough a seriester. Lastweek. Baroness and Butler' (2014), \$41,000 oks 2007. Baroness and Butler' (2014), \$41,000 oks 2007. Baroness and Butler' (2014), \$41,000 oks 2007. Baroness and Butler' (2014). Butler's Garones and Baroness a

# 'Birth of Baby' Pulling Smash \$11,000 In Mpls., but 'B'dcast' Weak \$6,500

Minneapolis, March I.

Birth of a Baby, at the Lyceum, legit roadshow house, thanks to its sensational subject matter and publicity breaks, is stealing the box-of-fice play this week and will lead the town by a wide margin. It lead the town by a wide margin regular time to the sense of the

torium and a minut. Sevents, including the Henry Armstrong-Charlle Burns fight, to contend with. Sevents and a sevents including the Henry Armstrong-Charlle Burns fight, to contend with. Sevents and a sevent seve

Estimates for This Week

Aster (Publix-Singer) (900; 13-25)

Tarzan's Revenge (200th and Big
Terman (100th and Big
Terman (100th and She Loved a Frieman (100th) and She Loved a Frieman (100t

dual nrst-runs split with 'Hawaiian copping the shelels. 

Yank at Oxford' at Loew's State is Factor and First and the Bob Taylor. Goldwing is keeping the Century (Publix-Singer) (1.600; 25-25). 

Yank at Oxford' at Loew's State is Factor and First and in a nice spot to capture fermine trade. Heading toward fair \$5.000. Last week, 'Gold' (FM). 
\$3.500, light. 'Gold' (GM). 'Gold' (GM). 
\$3.500, light. 'Gold' (GM). 
\$3.5

ing. Mind s.2.300 in prospect. Last veek, Rosalie' (MG), \$5,000, fairly good world (Steffes) (356; 25-35-40-55).

—En Saga (Swedish) Highly regarded and may climb to good \$2,000, although it opened cold. Last week. Boy of Streets' (Mono), copped fine \$2,400 first seven days and then biz suddenly collapsed, so picture went out after second day of second week, getting \$300 in two sessions.

Byteum Buy of second week, getting \$300 in two sessions.

Byteum Buy of second week, getting \$300 in two sessions.

Byteum Buy of second week, getting \$300 in two sessions.

Byteum Buy of second week, getting \$300 in two sessions.

Byteum Buy of second week, getting \$300 in two sessions.

Buy condition week, getting \$300 in tw

#### **'YANK' HEFTY \$17,000** IN PROV.; 'GOLD' 9½G

packing them Biz terrific at \$17,000. Last week, 'Human Hearts' (MG) and 'Paradise for Three' (MG). Bis Judy Garland on 'stage, big \$1800 grand on 'stage, b

# TAYLOR POTENT 10G IN L'VILLE

Louisville, March 1.
Everything is still hunky-fory along the main stem. Brusk of the property of the property

slightly under expectations at \$11,500.

Mary Anderson (Libson) (1,000:15-30-40)—Slight Case of Murder (WB). New role for Edward G. Robinson had circles turn out some land the control of the control of

Here. Some Carter (WB), fine \$1.600.

Rialto (Fourth Ave.) (3.000: 15-30-31.

81.600.

Rialto (Fourth Ave.) (3.000: 15-30-31.

81.600.

Rialto (Fourth Ave.) (3.000: 15-30-31.

Rialto (Fourth Ave.) (3.000: 15-30-31.

Rialto (Fourth Ave.) (Fo

#### First Runs on Broadway

Week of March 3 Aster—'In Old Chicago' (20th)

(9th wk) - 'Yank at Oxford' (MGM) (2d wk); Criterion — 'Prison Nurse'

(Rep).

Globe — 'Penitentiary' (Col)

(5).

(Reviewed in Variety, Jan. 26).

Music Hall — Bringing Up
Baby' (RKO).

(Rovicued in Variety, Feb. 16).

Paramount—Buccaneer' (Par.)

(3d wk.).

Ralto — Women in Prison'

(Col). (COI). (Reviewed VARIETY, Feb. 9) Riveli — 'Goldwyn Follies' (UA) (3d wk).

Roxy—'Sally, Irene and Mary'
(20th) (2d wk):
Strand—'Slight Case of Murder' (WB) (2d wk):

#### Week of March 10 Aster-'In Old Chicago' (20th)

Aster—In Old Chicago' (20th)
(10th wk).
Capitol — Everybody Sing'
(MGM).
(Reviewed in Vaniery, Jan. 20)
Music Hall — Bringing Up
Baby' (RKO) (2d wk).
Paramount—Big Broadcast of
1938' (Par). (9).
(Reviewed in Vaniery, Feb. 9).
Rivoil — Goldwyn Follies'
(UA). (4th wk).

Rexy—Mad About Music' (U).
(Reviewed in current Vaniery).
Strand — Love, Honor and
Behave'. (WB) (12).
(Reviewed in Vaniery, Feb. 16)

Lady' (WB) (2c week), brought dandy \$15,000.

Met (2,400; 25-35-55)—'Hurricane' (UA) and Jury's Secret (2d week).
Will get good \$17,000. Last week, combo received fine \$21,000.

Faramouni (4,000; 25-35-55)—'Hurricane' (Augorite of Paramouni (4,000; 25-35-57)—'Tramouni (4,000; 25-35-7)—'Tramouni (4,000; 25-35-7)—'Tramouni (4,000; 25-35-7)—'Tramouni (4,000; 25-35-55)—'Tramouni (4,000; 25-35-55)

Tramouni (4,000; 25-35-55

#### B'dcast' Nice 7G, But Fields Slips in Indpls

rields dips in Indpls.

Indianapolis, March I.

Yank at Oxford at Loew's is maintaining the smashing pace that house has been setting recently, and for the store of the store

Last Week, Scandal Street (Par) and Waring's Pennsylvanians on stores at slightly tilted price scale, (1984,500, 1824,501). (2,100, 25-30-40). Eight Broadcast (Par) Doing all visits, but considerably under expectations at \$7,000. Last week, dandw \$3,000.

Leew's (Loew's) (2,400; 25-30-40). (240k; 35-30-40). (240k; 35-30-40). (240k; 35-30-40). (240k; 35-30-40). (240k; 35-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (25-30-40). (20ks). (25-30-40). (20ks). (25-30-40). (20ks). (25-30-40). (25-30-40). (20ks). (25-30-40). (25-30-40). (20ks). (25-30-40). (25-30-40). (20ks). (25-30-40). (25-30-40). (20ks). (25-30-40). ( Provideme. March 1.

'Yank at Oxford' at Leew's State books like the big money-getter, with show white' in its third week at the Albee: still pulling strong.

Estimates for This Week
Albee (RKO) (2.200: 25-35-50)

Show White' (RKO) (2.200: 25-35-50)

Show White' (RKO) (2.00: 25-35-

# Baroness' Pulling 18G, but It's 'Garrick' That Pleases Friscoites; 'Gold' OK 16G

# **Inside Stuff—Pictures**

Capitalizing the imprecedented wave of publicity on March of Time's Nazi Germany—1938' reel, it has just issued a 40-page 'sampler' of the 1,000,000' words of national reaction to the widely discussed film. It was prepared by William D. Geer of Time, Ins., and Albert E. Sindlinger, March of Time's director of advertising. Indexed under various headings selections from 2.241 newspapers—English, Yiddish and German; from monthly and weekly periodicals, radio commentators, trade press, columnists, religious press and thousands of letters and telegrams.

Press previews have become such a headache because of the ever-increasing list of newspaper, syndicate, mag and radio critics, that industry now sees the double preview—one in a theatre for more important reviewers; other at studio for secondary list, as the only solution. Of the army of 328 scribblers recognized by the Hays office in Hollywood, more than 200 of them now demand admission to the advance showings. Principal worry in so far as those on the accredited list is concerned is that too many of those given the Hays office nod do not warrant special attention because of meagre circulation of sheets they represent.

Epstein Twins, Julius and Phillip, who graduated from Penn State College, never did believe in doing things separately. When Julius went out for the boxing team, later to become an intercollegiate champion, Phillip followed him. Both headed for the Coast, after getting their sheepskins intent on landing studio writing jobs, and Julius has been with WB and Phil with RKO ever since. They collaborated together on "And Stars Remain for the Theatre Guild last season. And now comes word from Hollywood that both their wives expect almost simultaneous blessed events this week. Julius' from the Transe Gase former RKO extrem RKO. Hollywood that both their wives expect almost simultaneous this week. Julius' frau is Frances Gage, former RKO actre

Lord and Lady Plunket, latter the daughter of Fannie Ward, former actress, who were killed instantly, and James Lawrence, who was seriously injured when the Hearst-owned plane in which they were flying from here to W. R. Hearst's rainch at San Simeon crashed in a fog a mile and a half from the publisher's private landing field, had been in Hollywood for a month as guests of the senior Douglas Fairbanks. Lady Plunket was a lady-in-waiting to Queen Elizabeth of England, Lawrence is son of Sir Walter Lawrence. They were to have gone to Florida next as Paulette Goddard's guests.

Long-standing resentment of Fulton, Pittsburgh, against what management considered insufficient publicity breaks from afternoon Press, resulted in Shea-Hyde house, yanking all advertising from Scripps-Howard sheat over weekend. Some time ago, Fulton shaved Press budget to about half of the allotment for other two papers, Post-Gazette and Sun-Telegraph, and when that produced no tangible results finally yanked the works. John Goring, Fulton manager, said Press was showing too much partiality to other key houses and showing his copy into the background.

Since general release of Goldwyn Follies, musical has undergone con-derable editing on direct orders from Sam Goldwyn. Few days before sigerable editing on direct orders from Sam Goldwyn. Few day's before bigture went, into Penn, Pittsburgh, exchange there received instructions to eliminate Ritz Bros." blackout with Zorina as well as Bobby Clark by-play with Helen Jepson. Understood Goldwyn is still working on it and at last reports the Ritz number was to go back in, on strength of their reception in other sections of the flicker, with Miss Jepson's Traviata encore due for the scissors.

Advances made in television and facsimile were listed by Radio Corp. in the annual report to stockholders issued last week. Improvements to make clearer and larger pictures were outlined. Shareholders also were told of development of mobile units to pick up outside events remote from television studi. Facsimile equipment for broadcasting stations about 10 undertake field tests of facsimile news service is being provided by RCA, it was pointed out.

A reporter from Oklahoma City visited the small town of Ada, Okla. noticed that 'Hell's Angels,' seven-year-old film, was being 'previewed' in a local house. Net result One holler from a film exchange in Oklahoma City which pointed out that previewing of old pictures is a occurance in small tow. Second holler from a citizen of Ada who complained that it was the first time the 1931 thriller had played there.

Independent exhibitor beefs about Paramount's failure to deliver the features included in 1936-37 contracts are still alive at the Federal Trade Commission. Denial that the complaints and report of commish investigations have been executed silently came Saturday (26) from sponsible source, which said the case so far has not been taken up by the seven-men board. Has been in the basket for two months, however.

# 'Baroness,' Pearce Gang Sock \$35,000 In Det.; 'B'dcast,' Vaude Fair \$17,000

Detroit, March 1. Backed up by some unlooked for ford bally, combo. of the Al Pearce Gang and Baroness and Butler' is heading for smash \$35,000 at the Fox. Conditions otherwise continue spotty.

Ford usually pretty smug on such

things, but giving Harry Remington and George Mitchell plenty of help in exploiting Pearce's ether show.

#### Estimates for This Week

Estimates for Anis week
Adams (Balaban). (1,700; 30-40-50)
—Chan at Monte Carlo' (20th) plus
(Change of Heart' (20th), dual: Looks
for \$4,700, around normal. Last
stanza, "Prescription for Romance"
(U) and Women in Prison (Col),
\$4,200, fair.

(I) and Women in Frison (Col.) \$42,00, fair. Fox (Indie) (5,000: 30.40-65)—
Baroness and Butler (20th) with Al Pearce's gand on stage. Retire wow \$35,000 site arried An Artist. Last week and the stage of the stage

igagement.
Madus (United Detroit). (2,000:
Madus (United Detroit). (2,000:
Al-0-85).—Goldwyn Follies'. (UA)
d, week). Awy off at \$3,800, folwing bumper \$10,000 first stanza.
Mehigan (United Detroit). (4,000:
Helo-65).—Big Broadeast'. (Par) aird
age show...Only. \$17,000 coming
p. Last week, 'Gold'. (WB) and Last week, Gold' (WB) and Apollon unit on stage, \$15,500,

pave aponion unit on stage, \$15,500, mild. Palms - State (United Detroit) (3,000; 30-40-50) — Gold' (WB) (rerun) plus Patient in Room 16 (FN), dual, Good \$0,000. Last, week, Bucaneer (Par) (re-run) and out of the control of the con

#### H.O.'s OK, but New Balto Pix No Clix; 'Romance' N.G. $4\frac{1}{2}$ G, 'Paradise' $6\frac{1}{2}$ G

Baltimore, March 1.
Only two new entries in this town of holdovers, with the edge in favor of the ho.'s, 'Romance in the Dark,' at Keith's, will get no more than \$4500. Other new one, 'Parafor Three, at Loew's Century, very mild at \$6,500. Third week of 'Snow White' at the

combo Hippodrome continues strong. Should garner rosy \$15,000, after previous takes of \$19,300 and \$6,000, respectively. ectively. Estimates for This Week

Century (Loew's-UA) (3000: 15--35-40-55) — Paradise for Three! M. Not showing much, with ild. \$6,500 indicated. Last week, ank at Oxford' (MG), pleasing 2800

at Oxford (MG), pleasing the place of the pl

(3), New (Mechanic) (1,400: 15-25-35-40-55) —Baroness and Butler" (20th) (2nd week). Decidedly off to \$2.-600 after mild opener of \$3,100. \$\$ Sanley (WB) (3,450; 15-25-30-405) —Gold" (WB) (2nd week). Hold-ing up in solid shape to \$6,000, after fairish first session to \$7,300,

#### Henie, \$4,200, Lincoln's Topper; 'Man Proof' 3G

Lincoln, March I.
Only in for six days because
Snow White is down for extra time,
Happy Landing is banging hard at
the purses. 'Man Proof' is going

septy Landing is banging hard at the purses. Man Proof is going okay at the Lincoln.

Estimates for This Week

Kiva (Noble) (440)-10-15)—Purple (1980) (1980

—'Man Proof' (MG). Swell, \$3,000. Last week, 'True Confession' (Par), neat \$2,300.

Orpheum (Cooper) (1,350; 10-15-20-25-35) —'Hurricane' (UA) (2d week). Second week after being moved from the Stuart will fall flat, fb.g. \$300. Last week, 'Thrill. of a Lifetime' (Par) and 'Black Doll' (U), slow, \$1,000.

Stuart (Cooper) (1,900; 10-25-40). —'Happy Landing' (20th). In six days and hefty; \$4,200 possible. Last week, 'Hurricane' (UA), a big winner, \$4,700 in seven days.

# **GOODMAN WOW** \$33,000 IN PHILLY

Philadelphia, March 1

B.o.'s lifting their heads somewhat this week and showing more tendency to come out of their lethargy, though biz is still spotty.

Notable among the top-notchers is the Earle with Benny Goodman's band on the stage, It's set for super-socko \$33,000, a mark exceeded in the history of the theatre only by Joe Penner's \$39,000 in Easter Week. Joe Penner's \$39,000 in Easter Week of 1934. Record of \$31,000 for non-holiday week was set by Eddie Cantor February, 1936. Film this week is indie 'Swing it, Professor,' which is not counting for any of the

which is not counting for any or mobiz.

Another honey is 'Bringing Up.
Baby' at the Boyd. Handled beautifully by the crix, it's sailing to
very swell \$19,700. Champ disappointer of the week is Gladys
Swarthout pic, 'Romance in the
Dark, at the Fox. It goes out after
only five days with \$7,000. 'Slight
Case of Murder' follows.

\*\*Thinks for This Week

Swartnout pic, Romance in the Dark, at the Fox. It goes out after only five days with \$7,000. "Slight Case of Murder" follows.

A Estimates for This Week Case of Murder follows. A State of This Week Case of Murder follows. A State of Case of Murder follows. A State of Case of Murder follows. A State of Case o

800.

Stanton (WB) (1,700; 30-40-50)—
International Settlement (20th).
Took's adrubbing from the crix, but hitting oke stride at \$5,500. Last week. Kid Comes Back. (WB), a little stronger with \$6,200.

#### B'dcast' \$9,500, Disney H.O., $11\frac{1}{2}$ G, Big in Denver

'Snow White' is continuing strong, with gross shade better than half of opening week. Film stays third week at the Orpheum, 'Big Broadcast' is standing them up at the Denham and will stay a second week.

Estimates for This Week
Aladdin (Fox) (1,400 25-40)—
'Gold' (WB), after a week at the Denhem Easir \$3,500 here. Last week, 'You're Sweetheart' (U) wasn't such

a sweetheart to the box office, doing only a fair \$2,500.

Broadway (Fox) (1,500: 25-40)—
'Hurricane' (UA), after a week each Breadway (Fox) (1,50); 25-40)— Hurricane (UA), after a week each at the Denver and Aladdin, and ten days at the Rialto, Very good \$3,000. Last week, 'Happy Landing' (20th), was good enough at \$3,500 to be moved to the Rialto for a fourth week in first runs.

was good enough at \$3,500 to be moved to the Rialto for a fourth week in first runs.

Denham (Cockrill) (1,750; 25-35-40)—Big Broadcast (Par). Delivering big \$9,500. Last week, 'Romance in Dark' (Par), fair \$6,000.

Denver (Fox) (2,525; 25-35-50)—Baroness and Butler' (20th). Heading for good \$9,500. Last week, 'Gold' (W to okay \$9,000, and was moyed 'Orpheum' (RKO) (2,600; 25-35-40)—Show White' (RKO) (2d week).

Still socko, heading for big \$1,500. Last week, bic broke all house reords and all attendance records at any Denver theatre for a full week. Kids thronged the place, and with their prices boosted from a dimenytime to 15c, afternoons and 25c. nights, it was a big factor, in swelling the gross to more than \$2,500.

Faramount (Tox) (2,008; 25-35-40)—Haramount (Tox) (2,008; 25-35-40)—Conjoing for Romance (UD, Nice \$3,000. Last week, 'Wide Open Faces' (Col). and 'Blondes Are Dangerous' (Col). Sand 'Blondes Are Dangerous' (U), good \$4,000.

Raite (Fox) (878; 25-40)—'Happy Landing' (20th), after a week at each the Denver, Aladdin and Broadway; and Love Takes Flight' (GN). Looks like \$2,300, good. Last week, 'Hurricane' (UA), after a week at each the Denver and Aladdin, and C'hange of Heart' (20th), on holdover, and 'Boot of Streets' (Mono), after a week at the Paramount, Charley and Col), closed with \$5,500, very good.

# **'Follies,' \$17,000,** 'Baby,' \$12,500, Cincy's Toppers

Cincinnati, March 1.

'Goldwyn Follies' is the b.o. pride of cinema lane currently, fetching \$17,000 for the Albee Palace is racking up a winner with 'Bringing the control of the season's and result of the season's with a \$4,500 tag. 'Barrier' is just that for the Lyric at \$2,500; one of the season's worst.

Jane Withers' pa.rhas the Shubert in for its scason's high combo policy mark, \$17,000. Juve screen star is paying her first visit to Cincy and coming in for exceptional press blurbs and notices.

Snow White (RKO). Moved over from Albee for third downtown week. Terrific, \$8.000. Last week, Everybody Sing' (MO). (2d week), \$5.000, swell.

Patient RKO). (1,000: 15-25). Patient RKO). (1,000: 15-25). Patient RKO). (1,000: 15-25). Patient RKO). (1,000: 15-25). The Colon Street RKO). (2001). Separate Normal, \$2.300. Last week, 'Sh! The Octopus' (WB). Thank You, Mr. Moto'. (2001). \$2-40). "Everybody Sing' (MG). Third downtown week, \$2.500, light. Last week, 'Human Hearts' (MG). (2d week), 'Swill (2d week), 'No. (2d week), 'No. (2d week), 'Arsene (RKO). (2.150; '42-60). 'No. Time to Marry' (Col.), and 'Jane. Withers topping stage show. Season's tops for combo policy, '\$17.000. Last week, 'Arsene Luipin' (MG). and 'NT.G. revue, \$14.000. dandy.

#### Swing Lady,' \$4,500, Nice in Oklahoma City

Nice in Oklahoma City
Oklahoma City, March 1.
'Snow White', after breaking attendance record at Criterion last week, set for second stanza, with probably a third at Tower. Swing Your Lady' (WB) at Midwest should do okay.

Estimates for This Week
Orlierion (Standard) 41,300; 15-25-40)—Snow White' (RKO) (2d, week).
Should, go above \$8,000, good. Last week it corraled \$12,500, swell.
Liberty (Standard) (1,200; 15-26-40)—Snow Bernard (UA), and Sith Tire Over Bernard (UA), spit (Sho Asked for It' (Par), Will, concount \$2,700, fair. Last week.
Bordentown' (WB) and 'Blondes' at Work' (WB), split with 'They Won't Forget' (FN) and 'A Girl with Ideas' (U, \$2,700.
Midwest (Standard) (1,500: 10-35-

# Nothing in L. A. to Burn Up Wickets; 'Baroness' \$23,000, 'B'dcast' Chill 16G, Epics Ease Off, H.O.'s Hold Up

40)—'Swing Your Lady' (WB). Will do around \$4,500, good. Last week, 'Every Day's a Holiday' (Par), \$3,800,

Every Day's a Holiday' (Par.), \$3,800, fair, State (Noble) (1,100; 10-25-40)—Penitentiary' (Col.). Should get \$3,500, nice, Last week, 'She Married an Artist' (Col.), fell short at \$2,500.

Tower (Standard) (1,000; 10-25)—Thrill of a Lifetime' (Par.) Nothing extra at \$2,300. Last week, 'Brimstone' (MG), pulled \$2,700, fair.

# **FOLLIES' SWEET** \$35.000 IN TWO **HUB SPOTS**

Boston, March 1.

'Snow White' in its third week at the Keith Memorial, will probably equal first week of 'Goldwyn, Follies, getting nice take at Loew's Orph and State theatres. 'Gold Is Where You Find It, 'dualling with 'Penrod and Twin Brother,' is mild at the Met, and 'Human Hearts' with 'Swing Your Lady' is ditto at the Par and Fenway.

Roadshow of 'Old Chicago' getting tepid attention from the \$1.65 crowd although balcony biz indicates okay strength at later pop prices. Radio city, Revels, on dual bill, is, better than expected at Keith Boston. Blizzard starting yesterday (Monday). Cutting into biz.

Estimates for This Week.

Boston (RKO) (3.200; 25-40-55)—Radio City Revels' (RKO), and Night Spoi' (RKO), dual. Hitting good gail, around \$12.500. Last week. Happy Chan in Monte. Cardo' (20th) (2nd week), dual, very good \$12.000.

Fenway (M&P) (1,400; 25-35-40-55)—Human Hearts' (MG) and Swing Your Lady' (WB), dual. Fairish, 2001. Last week, Buccaneer (Par.) (2nd run), and 'Patient' Room (300. Colonial (20th) (1,643; 55-85-81.10. 400. 25-50-50)—Snow White' (RKO) (3rd week). Got fair \$6,000 last week. Keith Memorial (RKO) (2,900; 35-50-65)—Snow White' (RKO) (3rd week). Got fair \$6,000. Second week broke house record for attendance and cash, salker and the short of the story of the short of

#### Omaha Perks; 'Revels' Nice 5G, 'B'dcast' \$8,000

Omaha, March I.

Biz up considerably over last week, with attractions of higher turned to spring-like mildness and is adding boxoffices.

Estimates for This Week
Brandeis (Singer-RKO) (1,250; 1025-35-40) — Radio City Revels'
(RKO) and Missing Witnesses' (FN),
with 'Quintupland' added, 'Around'
\$5,000 will be very acceptable. Last
week, 'Gold' (FN) and 'High Plyers'
(RKO), had to stay cight days to
gatner \$4,500, fair...' (550,10.28).

weck it correled \$12.900, swell.

Liberty (Standard) (1,200: 19-2025)— Invisible Menace (WB) and
She Loved Fireman (WB), split
with Fire Over England (UA), split
She Asked for It (Par), Will cop
around \$2.700, fair. List week
Bordertown (WB) and Blondes at
Work (WB) split with They Won't
Forget (FN) and A Girl with Ideas
(MG), doubled last four days.

Around \$1,000, okay, Last week, Bordertown (WB), split with They Won't
Forget (FN) and A Girl with Ideas
(New High' (RKO) and Fire Hill)
Midwest (Standard) (1,500; 10-35
Tide' (Par) and Merry-Go-Round of

WAND (FR)

Samre \$4,500, fair.

Last week, Boad End' (UA) and slowly in Luce of untavorable weather; but crime out of it satistally at \$7,500.

Orpheum (Blank) (2,976; 10-25-40)

Nowly (Far)

New High' (RKO) and Fire Hill; Ebb
Midwest (Standard) (1,500; 10-35
Tide' (Par) and Merry-Go-Round of

UA), only fair \$7,500.

Los Angeles, March 1.
Trade is generally off in the local
first runs, although most of the
week's grosses are profitable so managers aren't doing any undue beefing.
Couple of holdovers are doing fair
biz, with two new arrivals hitting to
around average biz. Newcomers are
Baroness and the Butler' at the daydate. Chinese and State, and Big
Broadcast of 1938' at the Paramount.
After easing off a few hundred
dollars on ninth week over eighth
stanza. Snow White and Seven
better the stanza of the stanza of the stanza of the stanza of the stanza.

Estimates for This Week
Carthay Circle (Fox.)'(1,518: 55-83-

another highly profitable stanza:

Estimates for This Week
Carthay Circle (Fox) (1,518, 55-83\$1.10-\$1.65) — Snow White and the
Seven Dwarts (RKO) (10th week).
Took on new life early in week and
stand to the sign of the standard of the sign of t

dual. Louis-Mann fight pictures added for second week, so will probably bring good \$8,300. First week good \$12,700.

Paramount (Partmar) (3,595, 30-40-55)—Big Broadcast (Par) and stage show. Opened a day ahead of regular Thursday opening so first week of eight days will probably sold the stage of the st

#### SWIFTY FOR ARLEN

Hollywood, March 1.
Republic has signed Richard Arlen
for the lead opposite Beverly Roberts
in 'Swift Lightning,' which Armand
Schaefer is producing and Breezy
Eason directing.
Lyle Talbot heads the supporting

38' (U), second half. Came through better than expected at \$500.
Omina (Blank) (2,100: 10-25-40)—
Big Broadcast' (Tar) and (Daughter Street St

# African Consol. Signs \$3,000,000 Deal with Par, WB, RKO; U Pends Ben Cohen, of Loew's College the atre, New Haven, originally scheduled to manage the new Metro house and the Bombay, will head for Calcutta India, when he sails today, Wednesday

Canetown, Feb. 14. Three-year product deal just sig-

natured by African Consolidated Theatres with Paramount, Warner Bros.-First National and RKO, involving more than \$3,000,000, is described as the biggest show business deal in South Africa. New pact is effective with most of the companies in April of this year.

in April of this year.

Smillar three-year contract is reported pending with Universal and may be completed shortly. This would mean that the four U. S. companies probably would receive approximately \$4,000,000 in film reptals from the Schlesinger outfit dur-

inis from the Schlesinger outfit dur-ing the next three years. This deal really puts South Africa on the cinema man because nictures This deal really puts South Africa on the cinema map because pictures will be available to the African Consolidated circuit, either in advance or at the same time they are released in England. Because of trade showing requirements in Great Britain, it will enable South African patrons often to have features ahead of England. Earlier release date really is goodwill builder because film theatre customers in this country are avid fan mag readers and know when there's delay on release. Contract gives 'African Consolidated Theatres, associated with African Consolidated Theatres, associated with African Consolidated Theatres, associated with African Consolidated Films, first call on pictures from the three companies.

can Consolidated Films, first call on-pictures from the three companies. Existing contract with Metro includes films from United Artists latter-using M-G-M facilities for distribu-tion. Besides M-G-M, 20th-Fox also maintains South 'African offices. Product from Gaumont-British, Gainsborough, General Film Dis-tributors and Associated Film Pro-ducers also are held by African Consolidated Theatres.

# **UA ENDS TIFFS** WITH MAXWELL

London, Feb. 24.

Murray, Silverstone, head of United Artists, has averted a legal battle with John Maxwell, head of Associated British Picture Corp. Circuit booker, William Moffat, set 'Vogues of 1938,' into 250 ABPC spots, including 36 London theatres. With release date approaching, UA learned that the circuit had by mistake overbooked, and 'Vogues' was intended to be shelved in the 36 spots.

Silverstone immediately issued a wirt and served an injunction on Maxwell, barring, him from the substitution. Case came before the Court for hearing, with UA's counsel asking the judge to stay the action. It appears Maxwell am Silverstone had talked it over, with Maxwell giving latter a written confirmation that the picture will be shown.

Upshot of it all is that Moffat will

Upshot of it all is that Moffat will in future only be committed to films bookings. If the order is countersigned by a director of the company. Another dispute in which UA was also concerned was between the American company and Shipman & King circuit of 30 picture theatres, mostly solo spots in the South of England. Firm, as is customary, made a verbal contract to show 10 UA films, including 'Prisoner of Zenda, "52d-Street," Stand Int. "Dead and a Visual Pallas, and refused Zenda, "52d-Street, "Stand In," Dead-End' and 'Stella Dallas,' and refused to sign contracts when submitted, without giving any reasonable grounds for refusal. Case was brought to the notice of Kinematograph Renters' Assn., which threatened to put the firm on the barring list. But the matter was set-tled.

UA has been dealing with this company for the last 15 years, with this being the first setback.

#### Eichberg Visiting U.S.; Kitty Jantzen Vacash

#### Photo-Finish

London, Feb. 24. What jurists think of mo-tion pictures in the U. K. was expressed by Justice Charles, hearing

expressed by Justice Charles, hearing a case in the High Court, I have been to the films only twice in my ille, he said, and I did not care for them either time. Not so long back, Lord Hew-art, Lord Chief Justice of Eng-land, declared he had never had any connection with the picture business and hoped he never would.

# **BRITISH VAUDE** ON UPGRADE

London, Feb. 22. Vaudeville, dead and almost forgotten in America, is having a vogue in England with no sign of decline If anything, it is advancing. Lates confirmation is the pending negotiations for turning three West End

tions for turning three West End theatres into variety houses. General Theatres, Gaumont-British subsidiary, which controls around 18 vaudeville spots, including the Palladium and Holborn Empire, is seriously considering turning the Tivoli into a flesh entertainment house. GT practically settled with Charles Woolf to take over the Leicester Square theatre for that purpose, on a \$2,000-a-week rental. But George Black stuck out for a 50-50 profit sharing idea, with Woolf insisting on a 60-40 split, with him to get the lion's share. Deal fell through.

Now the Tivoli proposition is hot, with GP ready to spend money on

Now the Tivoli proposition is hot, with G-B ready to spend money on reconstruction, and building back-stage accommodation. House's next attraction is 'Old Chicago' (20th), which is expected to run at least 10 weeks, and vaudeville policy will not be wanted till the fall.

not be wanted till the fall.

London Pavilion is another house being considered for vaudeville and the man behind the promotion is John Southern, who dropped around \$250,000 on vaudeville some four years ago. His ventures included this house.

this house.
Pavilion is at present leased by United Artists, which has had the house for nearly four years, with A. E. Abrahams, the owner, reconstructing and modernizing the place at a cost of \$150,000. UA pays a rental of \$3,000 per week, with the project not proving any too good, Also has the new Odeon, in Leicester Square, and would readily give up the Pavilion.
Understood John Southern has a

up the Pavilion.

Understood John Southern has a new angel with \$100,000, who is ready to go ahead. Abrahams is also willing to put up \$25,000 in the Southern yenture, if the latter takes a long lease of the house.

Third West End house to go vaudeville is the Piccadilly. Operator will be Charles Clore, who is behind the newly rebuilt Prince of Wales theatre, running a non-stop revue policy. Clore leased the Piccadilly some two years ago, and ran vaudeville there for several months, incurring some losses. But he still neurring some losses. But he still vaudeville there for several monus, incurring some losses. But he still believes this house a good spot for variety, providing he can line up talent.

Clore will probably make a trip, to America shortly to look for acts.

#### WARNERS TO RESUME **BRITISH PRODUCTION**

Hollywood, March 1,
Arthur Woods, Warners' Teddington studio director, is en route back
to England via the Panama Canal
after a vacation spent on the company's home lot at Burbank. He is
scheduled to start a new production Kitty Jantzen Vacash
Berlin, Feb. 23,
After seeing his latest pic, The
Tiger of Eshnapur, off on its sensational rum (grosses will outclimb all
local records), Richard Eichberg
sails for New York and Hollywood
on a goodwill tour.
Ship also carries back on a visit
the American film actress, Kitty
Jantzen, Eichberg's find, who took
the femme lead in the picture.

#### Ben Cohen to Manage

M-G House in Calcutta

India, when he sails today, Wednesday,
He will take over the Metro at Calcutta as soon as he arrives, while
Adolph H. Buehrig, Jr., present manager, will be shifted to the managerial post of the new Metro in
Bombay. Loew-MGM theatre in
Bombay now is set to open early in
Abril.

# Jap-U. S. Distribs In Huddles Over Com, Film Bans

Tokyo, Feb. 14.

Becoming apparent; that considerable oldfashioned horsetrading is going to be indulged by both sides before anything concrete develops to clarify the future status of foreign films in Japan. As it lines up now, Hisaji Kubo, Tokyo legalite who recently visited America, will figure in the parleys, with the American distribs here sitting as a group to weigh any proposals he may offer.

Kubo, after conferring with American producer reps New York last month, has, returned to Japan for the final confabs on the proposition. Although no announcements have been made here regarding the reception given Kubo's idea by ho. bigwigs, it's understood he was told nothing would be done until the Japan reps of all concerned had been given an opportunity of having their say on the matter.

While American distribs here are cautious in commenting on Kubo's proposition, several of them have talked with Kubo up to this week, but they are basing their ideas on what little they have learned of the plan from their home offices. Until a formal meeting between Kubo and the American Picture Asan, is held, no-body is willing to give out into as to just what the plan is.

Indications, however, are that it embraces an agreement on the part of the distribs to accept three-year promissory notes, signed by Jap banks, for all coin now stymied here, in turn for which, kubo avers, the government will permit the free importation of foreign films. On picts thus imported the distribs are to agree to continue to accept three-year promissory notes for all earnings, less cost of prints, advertising material, titling and office overhead.

\*\*Rudo's Pestition?\*\*

Another feature which seems to be worrying the distribs is what position Kubo will hold in the mathous the position Kubo will h

Mudo's Position?

Another feature which seems to be worrying the distribs is what position Kubo will hold in the matter. If rumors prove to be wellfounded, Kubo is looking toward the cstablishment of a control office to handle the entire matter and in which he will have virtually a free hand.

Manchuokuo Motion Pix Assn Manchuokuo Motion Pix Assin. (Manchuokuo government monopoly) and its inability to get sufficient product to service the territory, is looming as another question which the American distribs here will have to dispose of definitely in the near future.

to dispose of definitely in the near future.

Meeting has been arranged be-tween the monopoly and the Ameri-can Motion Picture Assn. Whether the monopoly intends to extend the dive branch is not known, but it's a safe guess that some effert is going to be made to get hold of American product. According to the best info obtainable, American distribs are de-termined for turn thumbs down on

product. According to the best info obtainable, American distribe are determined to turn thumbs down on any proposition which calls for turning product over to the monopoly. Toho apparently is not going to wait for a general clearing up of the numerous propositions under consideration to relieve the tension surrounding foreign importations. Announcement was made yesterday (13) that the firm is sending Iwao Mori. Toho production chief, to America in March, with the idea of making a deal with American producers to swap American films for Jap subjects, Aside from the fact that there are so few Jap subjects sittable for the American marchit, it's doubtful if the government here would give its blessing to such an arrangement. Distribs here say that swapping idea hasn't been discussed.

# U. S. Cos. Not to Produce but Will Collab on Aussie Quota Pictures

#### Aussie Quota View

Sydney, March 1 Australian producers are per-turbed the British quota amendment eliminating Dominamendment eliminating Dominion production from quota credits. They claim this amendment threatens to shut, their product out of England to a considerable degree. May appeal to Federal government and the premier of New South Wales.

Seems likely that if the shut-

out clause remains in England's quota law, the government here may withdraw benefits granted British films.

# **G-B PROBE BY GOV'T LIKELY**

London, Feb. 24.

Distinct likelihood of a Government probe into the affairs of Gau-mont-British was last week revealed in the House of Commons by Oliver Stanley, president of the Board of Trade. Asked whether he had con-sidered the applications of more than 3,000 stockholders, representing 1,000,000 shares, for investigation. Stanley said he had received appli-cation for appointment of an inspec-tor under the Companies Acts and the matter was still under consideration. Moves were set on foot by a minority group of stockholders in an effort to dislodge the Ostrers from their dominating position. ment probe into the affairs of Gau-

#### ANZAC SHOWMAN, SAM SNIDER, IN N. Y. ON BIZ

Sam Snider, of Snider-Dean circuit in Australia, is expected in New York this week from the Coast, York this week from the Coast, where he arrived from Sydney about a week ago. Snider, whose interests are active in building new film theatres in Sydney and cities located in several other Australian states, will come east to obtain latest ideas on cinema construction.

Snider-Dean circuit has several deals with Hoyts in Australia and has worked with the latter on several product outlet pacts.

Sydney, Feb. 14.
Sam Snider, co-director of SniderDean and National Theatres, while
abroad, will seek stage attractions
suitable for Australian audiences
and also take a look into the latest
methods of pic presentation in the
top theatres.

and also take a look into the latest methods of pic presentation in the top theatres.

Snider-Dean operates huge indie nabe and stix chain in New South. Wales, and recently made biz agreement with Hoyts covering ace theatres in the principal city tres, known today as National Theatres. Agreement does not interferein any way with the operation of its. Sown indie chain.

First splash into live presentation came with cooperation in the Marcus unit through the Fullers. This unit has met with success in New Zealand and Australia and, according to A. B. Mrcus, in Adelaide, plans are being set for another tour with a bigger unit.

#### Mex Labor's Pic Boycott

Sydney, Feb. 25.
Though it will not be definitely known before March 15; it now is predicted here that American distributors will not produce features in australia to comply with the New South-Wales quota not. There is some talk of a test case being brought in the supreme court by distributors to test the legality of the act and the right to force foreign interests in a British community into production, if local production falls below requirements.

However, what is more likely is that U. S. companies would take a few films needed to comply with the low quota percentages from New South-Wales producers. Believed that the one or two features needed by each major American distribucould be turned out by existing producers.

Local producers hope the operation on the new quota law will rlace

could be turned out by existing producers.

Local producers hope the operation on the new quota law will place their studios in operation shortly. Production firms here estimate the new law will mean eight to 12 features annually for American distribs, either made jointly with U. S. companies, with American company supervision or turned out specifically for America's distributors to fulfill quota requirements.

Plenty of huddles are on at Motion Pictures Distributors' headquarters, with heavy correspondence

ters, with heavy correspondence passing between Sir Victor Wilson,

passing between Sir Victor Wilson, recently in America and distributors, recently in America and distributors in N. Y. It is known that several production units here are eager to get their plants operating under some pact; with U. S. companies to turnout specifie features.

Cinesound, which has operated without quota benefit, is starting on Let George Do It, a comedy. Expedition starts this month on Thunder Over the Desert with Charles Chauvel in charge of the syndicate that operates its producing. Universal is reported interested in the film. New Era has finished The Avenger,' and may start another soon.

Avenger, and may start another soon.

Commonwealth is nearing completion on Typhoon Treasure, but National has done nothing since its 50-50 try with Columbia on 'Rangle River,' more than a year ago. Argossy, lined up with newspaper terests, has not started a single production but still has Clarence Badger here waiting. Commonwealth is operated by Commonwealth Film Laboratories under Jack Bruce, while National is controlled by a body of newspaper and commercial men.

men.
Cinesound is headed by Norman
Rydge, Robert Hill, H. Y. Russell,
Edwin Geach and John Goulson,
most of whom are connected with
Greater Union Theatres. New Era
is handled by Dick Harwood for
Melbourne interests.

#### Mull Jap Show Biz Tax

Tokyo, Feb. 14.
Tax Inquiry Commission of the Finance Office hasn't yet decided where to apply the amusement tax recently decided upon. Commission is holding out for levying the 10% on all admish ducats over 5c., while exhibs admish ducats over 5c., while exhibs are demanding its application on all

over 10c.
Chances are the Tax Commission will win the argument.

#### **Current London Plays**

(With Dates When Opened)
Whiteolas - April 14, 26,
Whiteolas - April 14, 26,
Shainisks - Dec. 22,
Shainisks - Dec. st. Moritz'-July 31.

Time and the Conways'-Aug. 20.

rest of the Wave'-Sept. 1.

Jondon Rhapsody'-Sept. 1.

Jondon Rhapsody'-Sept. 1.

Joing Greek -Sept. 16.

Have Been Here Before'-Sept. 114e and Seek'-Oct, 14.

Jutumn'-Oct. 15.

27. ectra'-Nov. 19. Nov. 23. Pepys -Nov. 30. Dec. 8.
Count'-Dec. 10.
ce'-Dec. 15.
Girls'-Dec. 16.
the Beast'-Dec. 27.
m'-Dec. 27.

Dec. 27. dusiness'—Jan. 6. my nt Got Lost'—Jan. 19. 23. Voluone—Jan. 23.

Nine Sharp—Jan. 20.

The Innocent Fautv—Jan. 27.

The Innocent Fautv—Jan. 28.

The Jan. 28.

Nuts In May —Feb. 3.

Mirabelle—Feb. 0.

Fingern Glory—Feb. 10.

The Island—Feb. 10.

The Island—Feb. 10.

The Word of See—Feb. 15.

Jan. Gone of See—Feb. 15.

Surprise it See—Feb. 25.

Surprise item—Feb. 25.

# QUOTA UPS PROD. \$6,000,000

# Warm Weather and Crowds Arrive; | U.S.PIX TO GOST | Crick Out as 20th-Fox Sales Chief Riviera Revives, Show Biz Booms THAT MUCH MORE

By CHARLES LANIUS Cannes, Feb. 20.

Casino and nifery operators are breathing easier now that a slow starting season is at last under way. Unsettled political conditions had jammed on the brakes, but good weather and sunshine have things almost back to normal.

Casino Municipale opened with Fernandel, French comedian, in Ignace, and followed by Caby Morlay and her company in 'Victoria Regina.' Next was 'Jeunes Filles en Uniforme, with Delia Coli, and now Woizikowsky's Russian Ballets are tooping.

topping.

In the music hall, Harry Reso and Lyda Sue are stopping for a week. Earl and Josephine Leach are booked to do their American dances and Dave Hacker and June Sidell will satire Ravel. 'Bolero' and do their Jap act.' Marie Hollis, Joe Laurel, Les Cambassi, and Una Cooper are on the bill.

or the bill.

Eddie Foy head man in the
Ambassadeur, with his band and
Maurice Toubas alternates for the
slithery stuff. Midnight crowd, practically always the same, swarms incothe Brumnel after the show.

tically always the same, swarms into Chez Brummel after the show.

Nouveau Casino is featuring a girl show from Paris and Carrington, English magician. On the floor below the Kit Kat Klub, with Acguino's orchestra, is doing big biz nitely.

Joe Cavalli's Dolphin Club has repened, repainted and redecorated with real oranges and leaves for a false ceiling, O'Rio is open with a new bar arranged, so that the place, seems Smaller and Mile. Mona, the owner, thinking of knocking out a partition and installing a second bar to give the place a reab big towny effect. George Moque and his Hollywoodians render the spirituals.

La Bastide has reopened with mothing noticeable with the exception of the painting of a very lovely nude temale above the bar. Le Jungle is open and is sticking to its habitual African theme.

Great Talent Influx.

One of the greatest influx of article.

#### Great Talent Influx

African theme.

Great Talent Indiux

One of the greatest influx of artists hat this resort has ever seen has come this winter to entertain the list includes Marian Anderson, Valentine Tesser, Cecile Sorel, Marcele Praince, Elvire Popesco, the Quator Hongrois, A. Tissot, Constant Remy and Gabrielle Bouillon.

List of artists yet to appear cludes: Sacha Guitry, L. Tragin, Vyette, Guibert, Wasa Prihoda, Rachmaninoff, the English Players, Dinah Sinety, Allard, R. Bourdin, Brothier, Gilbert-Moryn, Guyla, Lapelleteie, Duart, Ninon Vallin, Mia Slavenska, Margit Bokor, Harold Kreutzberg, Josephine Baker, Elisabeth Schumann, Fritz Kreisler, Lys Gauty, Elyane Celis, Mauricet, List Burdin, Bouch, Françonay, Saint-Granier, Maurice Rostand, Ouyard, and Cretl Vernon.

Monte Carle Jammed
Monte Carlo, Feb. 20.
Monte Carlo is packed with skiers, gamblers, tennis players and just plain holidayers and opera is getting a capacity play at the casino theatre, with Raoul Gunsbourg at the balm.

This week it is 'Les Contes D'Hoff-

This week it is 'Les Contes D'Hoffman' by Jacques O'ffenbach with orchestral effects under the direction of Marc-Cesar Scotto. Next week Richard Wasmer's 'Lohengrin' with Georges Thill. French tenor, taking the role, will be given.

At the Theatre des Beaux-Arts. M. Denys Amiel's three-act comedy. Ma. Liberte' will be given, starring Denise Bosc with Henry Bosc. Christiane Ribes, Jean Marconi, Robert Homnet, Jacqueline Dumonceau, and Jean Vermot in the company.

Next week Marcel Sablon will pre-Next week Marcel Sablon will pre-sent Yun Homme Gomme les Autres (One Man Like the Others'). Armand Salacroit's newest which was rated tops in Paris. Cast in-cludes: Annie Ducaux, Jacques Dumensil. Gilbeit Geniat, Jean-Poc-Henry Houry. Pierre, Feuillere. Marta Dherbilly. Collette Proust and Marie-Louise Delby.

#### Of Course

London, Feb. 24.
Erich Pomnier has taken an option on a yarn by Irvyn Leroy and Michael Sadlier; a saga of the trials and tribulations of of the trials and tribulations of the Puritans in England. High-light will be the departure for the new world of the Pilgrim fathers in the Mayflower. Pommer's company, of course, is Mayflower Productions.

## SYDNEY'S ANNI **BOLSTERS BIZ**

Sydney, Feb. 14.

City is thronged with visitors in to witness the 150th anniversary celebrations. Tickel scalpers reaped a rich harvest by upping prices to view the mammoth procession. As high as \$100 apiece was paid for the privilege of viewing the pageant, and the coin raked in brought up a high take. Festivities will continue until April, but it's expected that after about two weeks the real glamour will fade away.

Theatre managements, in the face of the outdoor competish, found biz off at mats, but better at nights of outdoor attractions, decided not to start its show until 9 p. m., figuring that by this time the public would be glad to find rest fare heavy runaround, Was a nice piece of showmanship on the part of Norman B. Rydge and his management committee.

Public is expected to turn to indoor annusements sontly. Theresplenty of money on hand, and it should not be long before it starts to flow into the coffers of the pic, legit and vaude revue men. Given a wet spell, the slake would go to enormous heights because of such a huge mobinating around.

Yankee films still have the top spots on marquees and managers are readying to celebrate in a big way.

Outstanding opening of, week was 'Emile Zola' (WB) at Hoyt's Century, and this one should pull plenty later. Souls at Sea' (Par) bowed out after a grand run, with 'The Barrier' (Par) replacing. 'Awful Truth' (Col) looks set for solid biz, and '100 Men and Girl' ('U) maintains a high level. 'Slella Dallas' (UA) is also still good for trade, and Wille, Doctor, Nurse' Slella Dallas' (UA) is also still good for trade and wille, Doctor, Nurse' (20th) appears okay nice spell. 'All Baba' (20th) having a moderate 'Maytime' (MG) is still poling nice biz on its long showing.

"Balalaika' moves along safely for Williamson-Tait, and Tivoli is getting biz nights with 'v

'Balalaika' moves along safely for Williamson-Tail, and Tivoli is get-ting biz nights with vaude-revue unit.

#### Antique d'Orange, Paris, Now National Theatre

Paris, Feb. 22.
Theatre Antique d'Orange; long the trial house fot plays by new writers, has come under the direction of the Opera of Paris. That means the house will become national theatre. Under new law passed recently regarding the Opera and Opera-Comique, it places the house completely in the hands of the government.

criment.

Although the works of many of France's best playwrights got their start there recently audiences have been thinner and thinner and the theatre was no longer able to keep its doors open. Directors of the house believe that by placing it under State control and thereby reciving subsidies; it can once again return to its status of of the leading theatres in France outside of Paris.

Expect New British Measure Will Eliminate U. S. Export of 'B' and 'C' Picts -Involves Big Saving-Showdown in House of Lords

#### DOMINION ANGLES

With the English quota measure scheduled to go before the House of Lords and final enactment in the next few weeks, American foreign department chiefs estimate the new law will increase outlay for quota pictures \$5,500,000 to \$6,000,000,000 over he present quota expenditures, un-ess radical changes are made.

less radical changes are made.

Estimated in New York that if the three-for-one quota idea is not incorporated; the new law will hike expenditures 75% to 80% for the British quota. If reciprocity is extended according to the American plan, which now seems unlikely, this night be cut in half.

However, what is made likely with the process of the control of the cont

might be cut in half.

However, what is more likely with
the quota measure not drastically
altered, U. S. companies will count
on effecting considerable savings by
eliminating. B' and C' product from
the pictures imported into England.
Revenue obtained in the British Isles
is so small that this would mean a
real saving.

real saving.

It works this way. If a major company's shipments into England last year (and conceivably the first year under the new quota) total 60 pictures, the elimination of secondary features or programmers would cut the list to 30 or 40. The 15% requirement for distributors on their quota thus would be reduced from 11 quota exciti films to five or six.

And if American commanies intend

And if American companies intend making worthwhile features in England under skilled experts and with boxoffice stars, this would mean a saving of \$1,000,000 to \$1,000,000 for quota credit pictures. Compared to the \$300,000 that the .B films might secure from rentals in England, such a plan of operation seems logical. Americans also realize that any picture made in England is a heavier gamble as far as returns in this country are concerned than a Holly-wood production.

Thus, instead of 420 pictures shipped into England, a year's time. American companies conceivably might lay down only 230 under the new quota law.

As the final showdown looms in the House of Lords, film company representatives this week outlined their attitude on the measure. Distributors here layor (1) three-formed distributor credit for each picture involving \$150,000 labor costs or thereabouts (approximately \$350,000 to \$400,000 production outlay per picture). (2) the reciprocity idea giving two picture quota credits to an American production made in England when it exhibited in the U.S. as well as Great Britain, (3) making, the 15% quota regulation applicable to each picture rather than according to footage, as the bill is now worded, and (4) a clause permitting features made in quota credits (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (amendment passed last week would bar pictures made for quota credit (am

famendment passed last week would bar pictures made for quota credit when produced Bijtlish Empire territory obtside of England).

They do not favor the reviewing clause, still in the bill, because of the claim that it makes it difficult to finaice production if the film can be rejected after completion, (b) charge that it is the wrong way to boost production value since this is to boost production value since this is folially assured to be a second to a second to be a second to a second to be a second to a second to be a second to be a second to be a second to be a sec

# In Anzac; Clay Hake Replacing

#### Oops, Sorry!

Vienna, Feb. 21.
Local studio has been handing out extensive ballyhoo about the lavishness of, its new production. Blurbs have stated the cost will run into seven figures. Last week the publicity backfired when an actor brought suit for \$26.70 unpaid wages.
Film is titled 'Millionaires'. Vienna, Feb. 21.

# 'DODSY,' LOND.; **TIEM' DUBIOUS**

London, March 1.
Dodsworth, Sidney Howard's dramatization of Sinclair Lewis' novel, opened at the Palance, last week (22). Despite a good production, an admirable cast is unsuited to the nationality of the play, and the entire psychology thereby suffers. Philip Merivale and Gladys Cooper starring.

'Surprise Item,' Ruritanian comedy, opened at the Ambassadors (25). Arrival is unlikely present shape but might make an excellent musical. 'Operette'. Noel Coward's lates.

'Operette,' Noel Coward's latest musical, is already running into dif-ficulty. Producer-author Coward is at odds with Frank Collinson, conat odds with Frank Collinson, conductor and latter is quitting. Coward is personally conducting music at Manchester where it trying out Benjamin Frankel, British Broadcasting conductor, relieves Coward on Friday (4).

#### Mlle. Boyer Rome Click

Lucienne Boyer is big hit in Rome, Booked for one evening at the Valle Theatre, Miss Boyer found the audience so enthusiastic and eager for encores that she is giving two more concerts.

Billed with her are Pils and Tabet the French Van and Schenck.

ture production in England. British ture production in England. British angle on reciprocity is that this added quota credit should go only to those buying non-quota films in England. This helps British producers get into the American market, but doesn't mean much to the U. S. distributor.

Producer-distributor companies fa-vor inclusion of dominion territory production for quofa, because they believe features can be made cheaper in Australia and Canada than in England. Dominion bar possibly will be removed in the House of Lords because of ill-will it might stir up in the British Empire. Chief remaining danger to Ameri-can companies now appears to be the reviewing clause. While in Lon-don it is regarded as the whole level now being used to advance the qual-now being used to advance the qual-Producer-distributor companies fa-

now being used to advance the qual-ity of British production, even. Eng-lish producers are against it. Both U.S. and British producers feel the proposition too risky and cer-tainty will be a death blow to 12 or more small producers in England.

Sydney, March 1. Stanley Crick, 20th-Fox sales chief for Australia and New Zealand, has resigned. Clay Hake, assistant to W. J. Hutchiuson, foreign depart-

W. J. Hutchiuson, foreign depart-ment chief for Fox, here on visit, temporarily replaces him. Remainder of contract held by Crick, with about 18 months to run, was adjusted amicably by the company. Departure of Crick from any con-nection with 20th-Fox had been more or less expected by those in the Australian picture business. He was lifted out of Hoyls and all connection with the theater and when in New?

lifted out of Hoyts and all connection with the theatre end when in New York last summer. Crick was, informed at that time that his interest was to be solely that of pictures, "Understood here that 20th-Fox was inclined, to believe that Crick haif too many interests and could not adequately represent the film company. There was also said to be a feeling that an American should represent the film interests in such a large territory. Many U. S. companies follow such practice.

During the Visit of Crick and

During the visit of Crick and Charles Munro in N. Y. last year, Munro stayed behind when the former started for Australia. Munro engineered all the film deals that put 20th-Fox product in Hoyts circuit of theatres.

theatres.

Shifting of Crick out of 20th-Fox and Hoyls is not expected to alterany general plans of the theatre circuit company. Control in Hoyls is held by the picture company according to all reports here, and it is unlikely that present alignment on directors and stockholders will be disturbed.

Crick is expected to remain active in the film business. He is an alder-man here and active official in the sesqui-centennial exposition soon to be held.

W. J. Hutchinson, foreign sales manager for 20th Century-Fox, is due back March 8 in New York from his tour of South America.

He probably will remai at the home office until early in May, when he goes to London for an international sales meeting. He also will visit Paris for a similar confab.

#### **MEX PICT UNIONS** DEFEND WAGE RAISES

Mexico City, March 1:
Certain Mexican picture producers and smaller independent distributors here, who squawked long and loudly recently over labor demands for higher wages and larger staffs, are all wet according to the claims of local picture unions. Smaller companies charged that drastic unionism program, soon would drive them out. program soon would drive them out of business because they can't stand repeated requests for more coin and additional workers.

Employers claim that the Employers claim that the unions insist on 'their carrying staffs large as those of the big operators and pay the same woge scale. Their contention is that they will either have to close shop or make deals with big American distributors operating here to handle their product.

erating here to handle their product. Almost the same cry was raised by U. S. distributor representatives when another pay tilt was asked for exchange workers a couple of weeks ago. Pointed to the fact that it was the second boost for these people about eight months and that the leveling off of wages at the peak price paid a worker in his particular clossification made much larger myfoll. Demands were met, through, after craft days of arbitration.

Now the ingloss assert they are not

Now the unions assert they are not racketeering at the expens of the little fellow or anybody else, but that they simply are protecting their members. Denial also was made about forcing larger statts and higher wages, this apparently applying to studio employes.

M. P. DAILY...

"LAUGHTER HOLDING BOTH ITS SIDES' completely describes the audience reaction to Bring-

Friday, February 25, 1938 "Bringing Up" Is Double Hit On the Coast

Los Angeles, Feb. 24.—The box-office surprise of the week was furnished by "Bringing Up Baby," at both the Hillstreet and Pantages. The gross at the former was \$13,000, just double the normal take for the house, and at the latter the \$14,800 figure was more than double par.

ing Up Baby'. It is loaded with comedy that never fails to click. With the help of a grand cast, the picture races through an hour and three quarters that will leave you as limp as a flag in a cloudburst." —San Francisco News

> "A comedy hit . . Its pace is breathless and the dialog, that is senseless, runs through the film like water in a sieve and keeps time with the action . . Sets a record on high in pace, unthinking unceremonious informality." —San Francisco Examiner

"The wildest of all the wild comedies—also one of the funniest... A film which young and old will find hilarious fun."

-San Francisco Call-Bulletin

"Destined to make lots and lots" of money, Miss Hepburn romps through the role of a madcap heiress with unrestrained abandon and is swell. 'Bringing Up Baby' is certainly the most hilarious picture to careen across the screen since 'The Awful Truth' "

-San Francisco Chronicle



# PIX AGENTS' ETHICS DRIVE

# Larry Darmour Loses '2d Honeymoon' | H'WOOD 'BIG 13' | GN States Actual Cash Liabilities Suit; Other Film Litigations Pending TO PURGE RANKS

Larry Darmour, indie film producer, failed last week in his attempt to have N Y, supreme court erjoin 20th Century-Fox over use of the title, 'Second Honeymoon,' on its recent film release. Justice Peter Schmuck, who ruled on the petition for a temporary injunction, took the view that Darmour had presented evidence of unfair competition or invasion of a property right. Court also expressed 'grave doubt' of Darmour's good faith, in bringing the action, since he obtained his rights 'only after the defendant had advertised its production.'

mour's good latter in the second that advertised its production.

Darmour, had stated in his complaint that the title. The Second Honeymoon, had been originally used in film which Continental Talking Picture had made in 1926, with the permission of Ruby M. Ayres, who had published a novel of the same title. Darmour had been connected with the Continental out it as director and stockholder, but subsequently closed with the novel-ist for the film rights to the book.

After commenting on the time element between 20th Century's announcement of its Second Honeymoon' and Darmour's personal deal with the novelist, Justice Schmuck stated that 'in vie / of previous lethargy and taking into consideration the adroit insimuation to buy peace in the letter of Dec. 11, 1937, he (Darmour) cannot be said on the record to have come into court with clean hands.' Darmour had asked for the injunction pending trial of a 100,000 damage suit which he had brought against 20th Century on the unfair competition angle.

Edwin P. Kilive and Julian T. Abeles' defended the injunction move.

Abeles defended the injunction move.

"Little Mil.s Nobedy"
William C. Michel, v.p. of 20-Fox. Is scheduled to appear in N. Y. Supreme court March 4 for examination before trial of the title theft action brought by Crosby George, author, who claims originating the title. Little Miss Nobody' which he used in 1930 on a published story. Avers 20th used the tag on the pleturization of Frederick Hazlett Brennan's story. The Matron's Report, produced in 1936, starring Shirley Temple. Author, besides \$50,000 damages, also wants accounting of the picture's profits and seeks to get into along this line' from Michel.

Detroit, March 1 Detroit, March 1.
Damage suit for \$90,000 against
Paramount Pictures, Inc., for alleged
plagiarism on 'Double or Nothing'
flicker, was filed in federal court
here last Friday (25) by Charles D.
Livingstone and wife, Harriet, Detroit

troit.

Complaintants charge Bing Crosby opus identical, both as to title and story, with radio skit they had recorded by World Broadcasting Corp corded by World Broadcasting Corded by World Broadcasting Cin New York in November, 1933.

Hollywood, March I.
Production of 'Rosalie' constituted a violation of her literary property rights, Sylvi Kingsley alleges in \$100,000 action filed here against William Anthony McGuire, Metroproducer, in which the planitiff claims she wrote a play by that title 12 years ago and entrusted it to the defendant to be prepared as a legit stage show which she was to receive 25% of the priofits.

Miss Kingsley charges that in addition to receiving nothing from the long and successful footlight run, she is not been share of the \$50,000 Metro paid McGire for the screen rights.

#### Karloff Held at WB For Two More Creepers

Holtwood, March 1.

Boris Karloff has been retained by Warners for two more pictures based on the character of Doctoc K, his latest film. First of pair will be filmed under the title. The Return of Doctoc X, with production to get under way May 15.

Dr. Maily Hall and Anthony Coldeway will write the script.

#### Getting Ready for Jane

Hollywood, March 1.
Frances Hyland and Albert Ray
have completed the screen play on
an untitled yarn which will be
filmed as Jane Witters' next 20thFox production, with John Stone as
associate producer.
Moppet is due back from her personal appearance tour, March 7, and
is scheduled to go before the cameras two weeks later. Hollywood, March 1

# DISTRIBS SHUN **NW EXHIB** WAR

There'll be no direct aid from local film exchanges for Northwest Allied and its indie exhib members Allied and its indie exhib members in remedying the Bemidji and Brainerd, Minn, 10 and 15c scaled first-run duals' situation that threatens to engulf the entire teritory in an admission price war with widespread extension of double featuring.

featuring.

W. H. Workman, Metro exchange manager, to whom President W. A. Steffes of Northwest Allied sent a request to call all branch manager request to call all branch managers together to take the lead in a move to bring peace, has decided that his group can do nothing acting in concert, but that the exhibitors themselves will have to work out the solution.

At first Workman end he would

At first, Workman said he would accede to Steffes' request. After further consideration of the matter, however, he reached the conclusion

however, he reached the conclusion that the proposed meeting couldn't accomplish anything, he explains, so he will not call it.

The present storm center is a new \$150,000 theatre, at Brainerd which started with a policy of first run double features for a dime on two days a week and for 15c on two others. Both Brainerd and Bemidji are competitive situations. Exhibitors in other nearby towns also are starting to slash prices and adoptive bill policies.

#### 20-FOX ON DEAL FOR 'JONES FAMILY' P. A.'S

Hollywood March 1.
Negotiations are under way to send the cast of 20th-Fox Jones Family series on a personal appearance tour starting early in the summer and continuing for at least two months. Deal will be clessed if studio's financial terms are met. Family at present includes Jed Prouty. Spring, Bying. Florence Roberts, Shirley Deane, Ken Howell, Russell. Gleason, June Carlson, Carlson, Name of Helen Valkis, recently signed to a term deal, by 20th, has been changed to Helen Valkier. Hollywood, March 1.

been changed to neight valeries one is currently appearing with the Jones family in A Trip to Paris. Actress; came to Hollywood from the strawhat theatre circuit, and did a stint for Warners before moving over to the Westwood lot.

#### MOORE'S 'ACCIDENTAL'

Hollywood March I.

Joe Bigelow assigned to screenplay Strictly Accidental at RKO lot
Victor Moore will top the cast.

#### Bemis' Briefing for WB

memis Eriedag for WB.
Hollywood, March I.
Billy and Beverly Bemis, ballroom
dancers, are en route to New York
to make a short for Warners before
sailing for London.
They was the second on the second

go into the Dorchester.

Seek to Set Up a Code of **Business Practice for Self-**Preservation-Calif. State Labor Board Can Crack Down Too Easily, and Arbitrarily

#### A BIG BIZ NOW

Hollywood, March 1.

Stormy days are ahead for Hollywood's over-manned army of talentagents. Finally awake to the fact that their own enterprises being undermined by unhealthy conditions more or less general throughout the percentage field, the 13 rich and powerful members of the Agents Guild, are poised for a widespread putsch intended to rid the racket of office-in-hatters and even some of the affluent 10%ers who are alteged to have gotten that way through unethical practices.

While thinning of the ranks will not come without a fight the Big 13 has the advantage in that it has lined up behind its battle lines; the heads of the major production companies as well as the California Labor Commission, which has supervision over all 10%ers.

Records of the state labor body reveal that there are now 273 licensed agencies in the cinema sector, as against 26 a decade ago. More than half of the present total have sprung up within the last two or three years.

Blowoff that is about to come has been the talk stage ever since the formation of the Agents Guild a year ago, but began to take definite shape under intensive plotting following the recent rumpus between Joseph M. Schenck, 20th-Fox chairman, and Myron Selznick, who rates a heftier list of clients schan any of his fellow guilders. Schenck-Selznick row resulted in the latter and his employes being barred from the Westwood lot.

Keeping Owa Hease in Order With the war council of the 'Big

#### Keeping Own House in Order

Reeping Own House in Order
With the war council of the Big
III holding daily powwows to map
campaign plans, other committees
are conferring with high studio executives and Labor Board officials,
with still another group making a
survey of the guild's own ranks to
make certain the drive will not
boomerang from the standpoint of
its own housekeeping methods.
Meanwhile, all of those the
other side in the forthcoming explosion are not exactly slumbering,
Middle-class of non-guilders, some
of them pioneers who have fought
to keep the percentage business on
a high plane, are struggling to sur-

to keep the percentage business on a high plane, are struggling to surmount two obstacles that stand in the way of perfecting protective organization and raising war chest. Stumbling blocks, however, are bitter rivalry that has resulted in frequent hurling of charges of client-thefting and depleted nest-eggs due to the long-drawn-out production hull that has resulted in extended periods of idleness for hundreds of bit and character players.
Starting 20 years ago just an-Starting 20 years ago just another type of Hollywood meal ticket.

Starting 20 years ago just another type of Hollywood mea't ticket-talent merchandizing sinc 1925 assumed such bonanca proportions that it has long since been attracting men who were once considered production and studio management aces. While Fredick Fralick, Rebecta and Silton, Jessie Wadsworth, and Edward Small were among the sealier bit names in the game, the golden really got under way with the advent of Felix Young and the late Frank Joyce, among the first to put on expensive fronts and go after star personalities in a big way. Young's client roster took a further spurt when Myron Setznick joined forces with him about 1926. Setznick soon afterward bought out Young and merged with Joyce, a partnership which continued until the latter's death 1926. Next important figure to enter was M. C. (Continued on page 21) SO-HERE'S HOW

# Only \$391,781, Instead of \$985,316

#### **McCov Tin Panners**

Hollywood, March 1.

Harry Seymour, Warners dialog director, and Bert Hanlon, actor, have been set to portray a Tin Pan Alley team in support of James Cagney in Boy Meets Girl.

ney in 'Boy Meets Girl.'
Pair worked together along Goth-am's music row 20 years ago.

# **'SAWYER' INTO B KEYS AHEAD** OF 'A' SPOTS

United Artists is attempting an experiment in the booking of Tom Sawyer' by releasing the picture to secondary towns prior to the larger keys. Theory embraces the thought that pictures of the 'Sawyer' type very often will do a tremendous business in the lesser keys with the mass of family trade after they have played the front-rank first runs of the country.

played the front-rank first runs of the country.

By playing 'Sawyer' first in the 'B' keys and smaller towns, moving the picture later into the large centers of each territory, it is believed the buildup will greatly benefit the lat-ter. Picture went into Scranton, Pa-and other similar towns during the past week and did so outstandingly well that Schaefer has issued orders to each exchange to spot 'Sawyer' first in towns of the Scranton type before taking it into the bigger cities.

#### **AGENCIES ASK LABOR RULING ON CLIENTS**

Hollywood, March 1.

Pelitions have been filed with the State Labor. Commission by the Howard Lang agency and Zeppo-Marx, Inc., asking arbitration of contract disputes with clients, Lang seeking \$16,900 from Marz Laurence, while Marx wants \$6,825 from Norman Krasna.

Both agencies are making claims on ground that they, were abritrarily dismissed by the defendants.

William Stephens, Inc., talent agency, has filed petition surgency, has filed petition.

William Stephens, Inc., talent agency, has filed petition superior court for confirmation of the \$1,600 judgment recently obtained through a State Labor Commission against. Robert Kent, actor, on grounds of breach of managerial contract.

Kent was allowed five days to appear to the state of the state of

Kent was allowed five days to ap-peal, but failed to do so.

#### Takes It All Back

Hollywood, March 1.
Doris Nolan, Broadway legit actress, who decided she was through
with pictures when she induced Universal to cancel her contract following her appearance i 'Top of the
Town.' has changed her mind, and
will play the role of Katherine Hepburn's sister in Columbia's Hollday.
Picture is now before the cameras.

Hollywood, March I.

Warners have assigned George Blison to direct a briefe, So You Want to Be Motion Picture Star, for which he did the sereen play.

Olivia de Havilland will be fea-

Hollywood, March 1.
Federal Judge James in Los
Angeles granted permission to
Lloyd Wright and Edward Alperson, temporary trustees of
Grand National, to pay off the
balance due the Bank of America on a \$500,000 note. The petition stated that the company has
funds on hand in excess of \$27,786 balance, and the payoff
would simplify company's bookkeeping. Hollywood, March 1

teeping.

Financial statement of Grand National Pictures, filed in connection with the corporation's application for permission to reorganize under 77B of the Federal bankruptey, activals that the actual cash liabilities as of Jan. 29 were only \$391,781, talthough the auditor's report showed book liabilities of \$983,186. Unless harassed by creditors, the entire indebtedness can be wiped out within a few months, according to the statement of Edward Alperson, president.

Weekly income ranges between

ment of Edward Alperson, president. Weekly income ranges between \$30,000 and \$50,000, he stated in his report to the court, while operating expenses have been slashed to a figure that will be held below \$22,000.

Even since the Jan, 29 audit, Alperson, pointed out, the company's secured note to the Bank of America of Hollywood has been cut from \$57,796 to approximately \$18,000. Another item, participations payable, now stands at around \$40,000 as compared to the Jan. 29 figure of \$42,111.

Charge off Half Million

#### Charge Off Half Million

Charge Off Half Millien
Plea in 77B sets forth that \$605,327 listed as advance payments received under foreign distribution,
agreements with Associated British
Distributors, Ltd., is only bookkeeping liability to the extent of
\$500,000. Advances are covered byproceeds to be received from product already delivered to Associated,
thus, resulting in an eventual charge
off of \$500,000. Approximately \$100,000 of the advance payments is estimated as potential cash liabilitythat will become payable to producers for their participation in profits.
Petition places deferred credits at

ers for their participation in prons.
Petition places deferred credits at
\$46,857; accrued compensation payable to officers in capital stock, \$41,350; accrued liabilities, \$53,769, and
accounts and notes payable, \$118,103.
Assets are placed at \$1,352,345 as
of Jan. 29, with the list made up as

follows:
Cash, \$83,971; accounts receivable,
\$74,790; pictures released after amortization and reserves, \$528,764; pictures not released, \$9,464; accessories and supplies, \$26,384; advances to producers, etc., less reserves and assets recovered, \$221,578; story rights,
\$4200; denotities under content. sets recovered, \$221,578; story rights, \$40,29; deposits, under contract, \$1,...707; investment in Grand National studios, \$10,000 in capital stock and \$340,160 in net advances; furmiture, fixtures, leasehold improvements, at cost, less a reserve of \$6,598 for depreciation and amortization, \$40,281, and deferred charges; \$11,223.

#### Investment at \$1,818,470

Grand National shows an invest-ient in pictures to Jan. 29 of \$1.818,ment in pictures to Jan. 29 of \$1.318,-470, with income to the same date totaling \$1,968,908. Petition states that of the latter amount only \$457,-530 was taken into income, the balance of \$1.211,378 being applied to amortization of pictures. Reserve of \$78,328 is being carried to cover losses any pictures that do not recoup costs. Total boot: valuation of investment owned in pictures \$238,764. Assets of \$438,564.07 listed by Grand National Studios' Inc., subsidiary of Grand National Pictures, balanced by liabilities the same amount.

#### U's 'B'way' Comes In

screen actress.

Rayward Sainted by RKO
Hollywood, March I.
Louis Hayward has gone before the camera in RKOs The Saint In New York, part originally included for Fredric March
William Sistrom is producing with
Ben Hölmes directing.

"Highly entertaining feature...with Bobby
Breen at his best... A standout for the younger generation, nevertheless admirably geared for adults...should
fare with more than average success at the box-office."

—Film Daily

"Colorful Hawaiian backgrounds and native players...add to the entertainment values ... The voice of the juvenile star provides the strongest selling appeal."

—M. P. Daily

"Thoroughly enjoyable audience picture.

Easily best of Bobby Breen's, done in refreshing manner.

Should be splendid juvenile draw, also contains much for adult approval."

—Box Office

"Swell entertainment . . . Geared for strong family patronage." —Showmen's Trade Review

"A pleasing musical in which the talent of Bobby Breen is smartly utilized and picturesquely presented against a background of the Pacific Isles... Easily the most agreeable of the Breen offerings and speaks well for the showmanship of Sol Lesser."

—Hollywood Variety

"It is about the best of the Bobby Breen vehicles and will give entire satisfaction to his admirers... Sol Lesser has hit a good stride for this Breen series and this number looks like a strong build-up."—Hollywood Reporter.



#### Sally, Irene and Mary (MUSICAL)

Twentieth Century-Tox release of Darryl,
Yannuk ynoduction; hasnelate producer;
Gene Marchan Grander, General Control of Marchan Intelligence of the Marchan Intelligence

Feb, 23, 36, 114111111	s time of mines
Sally Day	Alice Faye
Manual Reynolds	Tony Martin.
Cabriel (Green,	Allen
r. Causan Twitchell	Jimmy Durante
Porou Zorka	Gregory Ratoit
Y-war Loone	Joan Davis
Treile Revons	Marjorie Weaver
Minty Stanlan	Louise Hovick
Joyce Thytor	T Edward Brontham
Pawnujoker	J. Edward Bromberg
Oscar	Transfer Burnet
Itaymond Scott Quinte	tThemselves
Capitain,	Eddle Collins
Judgr	Andrew Tombes
tine in it is	Brian Sisters
Miles Markow	Mary Freen
lafe Manager	Charles Wilson

Sally, Irene and Mary is another in the Zanuck formula of vaudscreen musicals, skillfully blending the variety components and dovetailing them into an amiable entertainment. Where plausibility is taxed, it's all been developed in such a manner that that becomes the least of it. Thus, Tony Martin, Fred Allen, Joan Davis, Gregory, Ratoff and Jimmy Durante for the marquee, more than adequately fills the bill. It's palatable light entertainment that is not-pulliver prizer but it's prize bo. Fred Allen marks his second big league picture work since he became a radio name, and again it's under the 20th Century aegis. Fortified by the pulnery Hay Tugger but it's prize bo, and the since the became a radio name, and again it's under the 20th Century aegis. Fortified by the pulnery Hay Tugger but it's more than a since the second big and the since the second big the pulnery Hay Tugger but it's new the pulnery Hay Tugger but it's new the following the second big the pulnery hay the puln

convergence with a running sea sequence. S.I.M lacks in story substance and directorial polish is more than boilstered by the cast and the score. Between Walter Bullock-Harold Spina and Mack Gordon-Harry Revel, not to mention Raymond Scott's Minuet in Jazz' (which his quintet performs in an early sequence) and Durante's yesteryear Hot Potata' number cuncredited as yearly and purante's yesteryear Hot Potata' number cuncredited as the sequence) and Durante's yesteryear Hot Potata' number cuncredited as the sequence, and Durante's yesteryear Hot Potata' number cuncredited as the sequence, and Durante's yesteryear Hot Potata' number cuncredited as the sequence, and Durante as Sectione is generous, but never boresome. The cleffling has been pruned skillfully so as not to intrude. It's the vocal provess of Tony Martin and Alice Faye, Mr. and Mrs. in private life and the romance interest here, that does much to sustain the interest.

Ration as an amnorous baron, the sequence of the

anti-climax but the sum total ends on a high note.

The backstage routine this time is taken from the inevitable show rehearsal into a Greenwich Village nitery and finally the showboat, which is some swilch anyway.

Which is some swilch anyway.

Which is some swilch anyway.

The swilch is some swilch anyway.

The swilch is some swilch anyway.

The swilch is swilch anyway.

#### TITLE CHANGES

HILE CHANGES

Hollywood, March 1.

RKO's 'Crime' has given way to "Daw of the Underword".

Arson Gang Busters' is new tag for Republic's Over the Waterfront, Warners' Woman Habit 'restored to its original title, 'Lovely Lady.' "Three Men and a Girl' changed by Warners or Three Strangers."

Warners or Three Strangers.

Warners picture made under title of 'Footsteps in the Dark' will be released as 'Blondie White.' Republic's 'Gentleman from London' is now 'Capital Punishment.'

#### MAD ABOUT MUSIC

(WITH SONGS)
Universal release of Joe Pusternak
duction: Stars Deanna Durhin (WITH SONGS)

Universal visicess of soe Deutsemsk production. Stars Debuna Bughin, Pettyres Herbert Marshall, Gall Tutelok, Acthus Trouchel, Hiveden Ig. Norman Taurog. Standard Marshall, Gall Tutelok, Acthus Trouchel, Hiveden Ig. Norman Taurog. Standard S

Joe Pasternak has done it again. In 'Mad About Music,' his third pro-duction with Deanna Durbin, he has turned in another smash.

turned in another, smash.

It cements the youngster's ranking as a major star and it will be a
huge money-maker, probably even
greater in that respect than "Three
Smart Girls or '100 Men and a Girl.'
Besides being boosted at the boxforice by those two previous click;
the film is sure to draw a fine press
and heavy worded-mouth."

the film is sure to draw a fine press and heavy word-of-mouth.

Mad About Music has a genuine and enthraling, if somewhat obvious story. It has been thoughtfully and tastefully produced and skilfully directed. It has a generous melodious guiling spirit by an exceptional cast. It's a natural.

While there is nothing extraordinary about the Marcella Burkerstell, the service of the

#### Miniature Reviews

Sally, Irene and Mary' (20th).

'Sally, Irene and Mary' (20th). Okay filmusical with good marquee names, destined for good box office.

'Mad About Music' (U). Deranna Durbin starrer is another smash. Entertainment, natural, and will mop up at the bo.

'Hawaii Calis' (RKO.) Bobby Breen starrer, okay musically but light on romance.

'Merrily We, Live' (M-G). okay farce starring Constance Bennett and Aherne with smash part for Billie Burke.

'Hollywood Stadium Mysters' (Rep). Fairly good whodunit with Neil Hamilton and Evelyn Venable.

Venable.

'Daredevil Drivers' (WB). 'B' action romance of the better grade, with strong comedy lief.

Berder Wolves' (U). Below par Bob Baker western.
'Call the Mesnuiteers' (Rep.).

'Call the Mesoniteers' (Ren), Acceptable western with the Three Mesquiteers, Running time short, 55 mins. 'Flying Fists' (Vic). Quickio version, of prize ring; for the minor duals.

to hurry. And the alternating scenes of absurdity and pathos are defily enlivened. Technically, the film is out of the top drawer.

out of the top drawer.

Mad About Music may or may not be better than Three Smart Girls and 100 Men and a Girl. But it will probably make more money—and that's no trifle.

Hobe.

#### HAWAII CALLS

HAWAII CALLS

(WITH SONGS)

BICO release of "Principal" (Sol Tesser! production, Stars Borbly-Liven. Pentures of the production, Stars Borbly-Liven. Pentures of the production of the productio

#### MERRILY WE LIVE (WITH SONG)

Hollywood, March 1. Goldwyn-Mayer rejease of Holograduction; executive producer, Mil-Bren. Stars Constance Remort, and Aberne: features Bonita Granville, 

14	
١.	erry Kilhourne
1	Vade Itawlins Belan Aborton
	If Milliourne Billie liorke
к	irosvenor Alon Mowbray
r	Ook Palsy Kelly
	dimerya a contract of the Dentale
U	Jarion Banka Granellle
ı	vane
ш	Mr. Kilhaurne Chrence Kolli
U	des. Harlan Mariorle Immbrau
r	ferhert Wheeler Phillip Reed
١.	leorge Willie Best
ı	second Partler Shiney Bracey
1	Rose arjorie Kane
Г	"大大学"活力,不是一大的"大学"的"大学"的基础。"特殊"。

Hal Roach follows up his recentfull-length farce, Topper, will another mad screen spree, entitled Morrity We Live; which boasts a cast of marquee names. On the the case of marquee names, on the district of the film qualifies which started with Mw Man. Godfrey, and includes True Confessions' (Pair), Double Wedding' (MG) and Bringing Up Baby' (RKO). Its chances for substantial popular box-office appeal might have been better if, it had come earlier in the eycle of screwy farces. Nevertheless, it makes emuch, and apparently that is what is intended.

lauen, and apparently that is what is intended.

It's all in the acting and directing. Norman Z. McLeod has the knack of building up gags until he has three or four racing each other to the big lauch. Most of the fun comes from an experimence by Billie Burke, and the performance by Billie Burke, and the performance by Billie Burke, and the performance by Billie Burke, so the sets the pace, followed closely by Constance Bennett, Brian Aherne, Bonita Granville Alan Mowbray, Patsy Kelly and Clarence Kolb.

Miss Burke has a weakness for

Min	Rin-Tin-Tin.
Franklin	Regly Tu me
Ann grandenters	Molly: O'Da
Hal	Jack Mulho
Zoero	Inck Mawe
Brent	James Murea
Bushara year, and a control of	Lola Janin
Jennings	. Tom Londo
Noctory	John Ellie
Saunders	c Gobert Walk

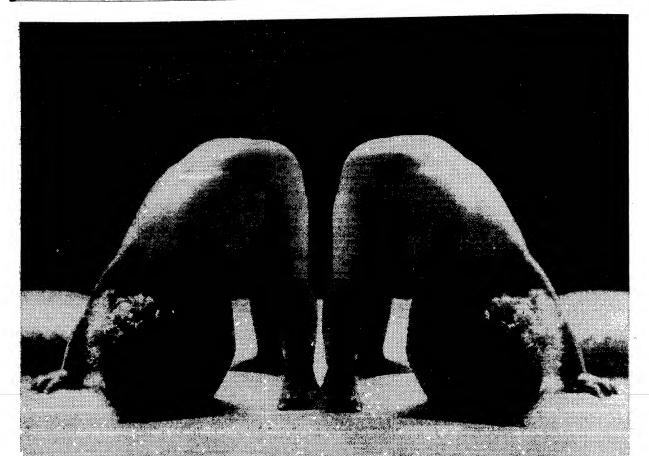
#### Hollywood Stadium Mystery

Mystery

Regulile relega d Armid Schefne
gro-bucklon, Garden d Armid Schefne
gro-bucklon, Garden d Armid Schefne
gro-bucklon, Garden d Armid Schefne
forst in Venante, Juniury Mailington, finelarga Pruper, Lyan Rabgets, Director dalarga Pruper, Lyan Rabgets, Director daparticular design of the Color of the Color
obligation Starri Metavani, film efficia,
finyan kan Starri Metavani, film efficia,
finyan kan Starri Metavani, film efficia,
film betan, pinenganya, keraga Miller,
film Betans, Nedl Umillion
film Betans, Nedl Umillion
film Betans, Nedl Umillion
film Betans, Metal Jimosha Theapher
Walling Ames, Jiharles William
Shas Keefe James Snatiswood
film Betans, Million
Shas Keefe James Snatiswood
film Million
film Millio

Anotheric Source depends of the control of the cont

Suppose the property of the pr



# ITS A NEAT TRICK and we doubled it\_

Ideas..performance .service. National Screen Pre-vues real showmanship sincere copy quick selling.. welding story, punchlines, dramatic chimax into short, breathtaking. quick selling fast moving "sell-the-picture" screen ads .topped off with service as constant as the sun

A neattrick and we've doubled it with National Screen Accessories Lobby-Displays with the "magic touch of showmanship" barely three years old and already with a reputation stretching across the country as a seat-selling go-getter Full of color life... compelling power a twin to Pre-vues as a box-office builder-upper. a twin to Pre-vues when it comes to service.

☆ Yes sir...it's a neat trick but we've done it doubled your theatre advertising punch with

National Screen Service
...pxize baby of the Industry!



... the magic touch of showmanship!

# See a Liberalized Amus. Law In Quebec; Would Help Biz a Lot

Quebec. March 1. Provincial legislature is considering a bill which, if passed, will do

much to pull the picture house busi-ness out of the doldrums in this ness out of the quadrums in this province through legalization of the admittance of minors to picture houses, reduction in the amusement tax, and an increase in the number of members of the Censor Board judgment on films.

judgment on films.

Measure seems to have strong government support and is therefore likely to be adopted. Since the Opposition, is himself a theatre man with a house at Ste. Hyacinthe, Quebec, and because the requests from show business are obviously reasonable, it is not likely that any serious attempt will be made by the Opposition group in Parliament to hinder passage, of this legislation.

Regarding the admission of minors

Regarding the admission of minors to picture houses it is believed that the age limit will be reduced from 16 to around 12. The taxation-measure will provide for the elimination of, the surtax, cutting the amusement tax on admissions from 100, to 50. 10% to 5%.

Probable enlargement of the Con-Probable enlargement of the Censor Board is believed due to the uncompromising attitude adopted by the present board on the "Zola" film. Picture was banned because Voltaire's works are on the Catholic Index of forbidden works. While not contesting the privilege of the Roman Catholic Church to attempt to prevent the faithful from attending, a storm of celiforial and other protest has appeared from Englishspeaking sources demanding the right to see the film. "Zola," of course, is only an instance of the unsatisfactory manner in which the Censor Board, as currently constituted, has been operations."

rently constituted, has been operat-

rently constituted, has been operating.

And, while hampering English-language films, it is noteworthy that French-language product has been coming through without major deletions even where necessary. French films here have shown women's breasts bared and there have been innumerable instances of dubious dialog.

one film the word 'merde' was In one film the word 'merde' was used quite frequently. In another film a mother wouldn't allow her son to kiss her. saying, 'You have probably been diseased from head to foot by some woman. Go and have yourself examined by a doctor before you try to kiss me.'

Topeka, March 1. Move started in Kansas state sen Move started in Kansas state sen-ale would enlarge the present state film censorship law to apply to newsreels showing gambling or ref-erence to it. As presently planned, the law would be altered so that gambling or sweepstakes events or winners of such would be barred from the state. If change is made, state censors would view every newsreel issue designed for exhibi-tion in Kansas to see that the statute tion in Kansas to see that the statute is observed.

Albany, March I.

Assemblyman Flynn in N. Y, state tegislature today introduced a bill making it unlawful for the proprietor of a picture house to sell admissions: unless there is an empty seat available. He can, however, peddle SRO tickets as long as he stays within the limits prescribed by local ordinances or Fire Dept. rules.

Recoverable penalty by patron may be up to \$50 for every seat sold in violation.

#### How Par and Cooper May Split Theatres

Paramount may buy out Joseph J. Cooper's interest in certain situations while Cooper might buy out Par's share in Lincoln, Neb. Cooper operates in Nebraska, Oklahoma and Colorado. He has indicated a desire to obtain Par's 50% interest in the Lincoln Theatres Corp. operating six houses there, so that benefits from the operation of this string may be turned over to the children's foundation which Cooper formed a few years ago.

In other houses Par would probably take control 100% through buying out Cooper,

#### So. Cal. Exhibs Amend 18 Complaints Vs. Par

Hollywood, March 1.

Hollywood, March 1.

Paramount is to be made defendants by tonight (Tuesday) in 18 amended damage complaints filed by attorneys for Southern California indie theatre operators on charges of fraud and conspiracy. New actions are aftermath of recent damage suit brought against distributor last Cetcher, and ruled out by the district October and ruled out by the district court on Par's demurrer.

Complaint charges Paramount with failure to deliver to exhibs six feature pictures on last year's pro-gram and carried over to current

# DIVORCEMENT ARGUMENT MARCH 7

Minneapolis, March 1.

In return for consent to the issu-ance of a temporary restraining or-der effective until March 22, Para-

ance of a temporary restraining order effective until March 22, Paramount and other plaintiffs in the suit for a permanent injunction to halt enforcement of the North Dakota theatire divorcement law have consented to a week's delay in the learing to March 7.

The law, which would have gone gone into effect March 1, requires the Minnesota Amus, Co., Paramount subsidiaries and joint plaintiffs in the present action, to divest themselves of their 15 theatres in the Flickertail state. It prohibits producer-distributors from owning or operating theatres.

The hearing had been set for March 1, but the state attorney general of North Dakota, the defendant, asked for the later date so that Abram F. Myers, general counsel of national Allied States, who, together with L. B. Schwartz, Minneapolis, attorney for Northwest Allied, has been appointed assistant attorney.

with L. B. Schwartz, Minneapous, at-torney for Northwest Allied, has been appointed assistant attorney general, could be present. Myers and Schwartz will help North Da-kota's state attorney general defend the law's constitutionality which the plaintiffs are attacking in the pres-

plantiffs are automic ment of the content of the defense has been obtaining depositions from independent exhibitors designed to show that enactment of the law is justified to. permit proper competition in the exhibiting of pictures in North Dakota.

Both sides are indicating they will

carry the issue to the U.S. supreme court, if necessary, for a final decision, so that regardless of the outcourt, if necessary, for a final deci-sion, so that regardless of the out-come of the initial skirmish consid-erable time is certain to elapse be-fore it will become definitely known whether this type of legislation is constitutional. As yet, no other state has passed such a law.

#### **MUSTANGERS PAYING** BOYD \$25,000 PER

Hollywood, March I.

Success of Producer Harry Sherman's 'Hopalong Cassidy' scries for
Paramount has made William Boyd,
who is starred, the highest salaried of
the present-day sagebrush thesps.
Sherman has re-signed him for 12
more Hopalongs at \$25,000 cash.
Boyd's new contract permits him to
make outside nictures.

#### BALLEW'S GALLOPERS

make outside pictures.

Two more murical westerns are being readied by principal for Smith Ballew. Charles Arthur Powell is writing the scripts, with Ray Taylor set to direct.

Titles are Tune of Saddle Leather and 'Lord of the Panamints,' with the former to go before the cameras carly in April.

early in April.

#### Extras' Closed Shop

Hollywood, March 1.
The Screen Actors Guild Monday (28) proclaimed a closed shop for extras when no protest was forthcoming from the

No further applications for membership are being taken and only those with Guild cards are permitted to work.

#### 'Snow White' Opens Strong in London: **Dubbing It Abroad**

Loudon, March 1. Loudon, March 1, Snow White preemed last Thurs-day (24) to sock bi Surging crowd was so large that police reserves were summoned to maintain order. Audience cheered the Disney mas-terpiece at the finish.

Hollywood, March 1.
Roy Disney, biz manager, and
Stuart Buchanan, casting director for
Walt Disney studio, sail March 9 for
France and a tour of European countries to supervise dubbing in native languages of 'Snow White' prior to release in those countries, Itinerary includes Denmark, Sweden, Hollarid, Poland, Germany, Greece and Italy. Buchanan solos to Arabia for Arabic dub job.

Minneapolis, March 1. Minneapolis, March I.
Here's a Ripley—a producer refusing to take as much for his picture as an exhibitor was willing to pay him. L. E. Goldhammer, local RKO branch manager, bagged a number of 60-40 'Snow White' contracts in the territory, his company on the long end.
However, when the contracts reached the New York home office the latter reduced the terms to 50-50.

Denver March 1.

Denver, March 1.

In its opening week at the Orpheum Snow White broke all existing records in Denver as to the number attending any film. All money records at the Orph were likewise broken, with the house packed most of the time for eight shows daily and nine shows on the price for children has been upped for the run from the usual dime to 15 mats and 25c nights.

Holding over, the house is going into its second week nearly as strong as the first; \$22,500 was the figure for the opener.

#### What Judge Woolsey Thinks of Betty Boop

Echo of the old Fleischer Studio
Betty Boop doll infringement suit
was heard. Thursday (24) in N. Y.
federal court when the Circuit Court
of Appeals reserved decision on the
appeal from a three months' sentence by Ralph A. Freundlich, president of Freundlich, Inc., novelty
makers. Freundlich had been convicted of perjury for testimony
given in proceedings brought by
Fleischer Studios for patent infringement. Interesting part of the
case was the comment made by trial
Judge John M. Woolsey in his description of the Betty Boop caricature.

The character which was de-

ture.

'The character which was depicted,' the Judge said, 'combined in appearance the childlish with the sophisticated—a round baby face, with big eyes and a nose like a button, framed in a somewhat careful coiffure, with a body of which perhaps the most noticeable characteristic is the most soft-confident little bust imaginable. The result is very taking and the cartoon, show allover the world, presented a strong temptation to an infringer.'

#### Finally a Standout

Hollywood March 1.
After 12 years of emoting before shuttered lenses as stand-in for Wallace Beery, Matt Gilman has been assigned by Director Frank Borzage a role in Three Commands.
Gilman is Beery's brother-in-law.

#### Kid Comer in Demand

# 4-Day Week for IA Studio Workers To Take Up Unemployment Slack; SAG Nixes Writer, Director Tieup

Hollywood, March 1. Thousands of studio workers go on a four-day week as the result of an agreement negotiated with pro-

ducers by the International Alliance of Theatrical Stage Employees in an effort to solve the unemployment

effort to solve the unempositions is situation.

While pact applies only to IATSE members, leaders of other crafts have been asked to cooperate by joining the movement. Change will not have any affect on studios which

# LABOR CONFAB LIKELY TO BE SET BACK

Hollywood March 1.

Producer confabs with labor heads on wage scales and working condion wage scales and working condi-tions set for New York this month, are likely to be postponed indefi-nitely due to the unsettled condition of the picture business. Craft leaders are understood to favor later date, as studio employment currently is at lowest ebb in years and the time not propitious to discuss wage revisions and improved conditions. Stand taken by some labor leaders that demands at this time might jeopardize advantages recently gained.

PRESSURE OF BUSINESS

# DELAYING SWG DECISH

Washington, March 1.

Pressure of business-not differnces of opinion—is responsible for

ences of opinion—is responsible for delay in settling the labor tiff betweenn Screen Writers Guid and film producers, responsible officials said last week.

Refuting reports of a serious disgreement over major legal points.

National Labor Relations Board spokesman told Vanuery, Saturday (28), the only reason why the long-pending controversy has not been decided is the inability of the three members to take it up. Mountain of earlier disputes ahead, while length of, time the Hollywood application has been hanging fire is not unreasonable.

has been hanging fire is not unrea-sonable.

Can be no split about chief issues— whether film producers engage in in-terstate commerce or whether scribes are 'employees' within the meaning of the Wagner Act—since the boardites never have tried to dispose of the case, it was said. Size of the record will intensify the delay, since the triumvirate will have to spend unusual period digging into the transcript before such knotty problems are unraveled.

will continue to operate on six-day

Deal was handled by Harold V. Smith, international representative of IATSE, who first secured approval of Louis B. Mayer, Metro studio head, and Joseph M. Schenek, chairman of board at 20th-Fox. Plan was then taken up with PataCasey, producer labor contact for submission to organizations not affiliated with the IA.

Plan as outlined by Smith provides: Smith. international

vides:

Reduction of preferential list of each studio and department to a minimum so as to handle present operation requirements.

Each studio submit to the IATSE a list of preferential employees now cinployed and also a list of preferential employees who may be called according to production requirements.

A limitation of four days work per man be invoked as a relay sys-

per man be invoked as a relay system to spread employment, except in the case of key men during the present emergency.

All calls for preferential employers to come through the IATSE locals during the slack production period for a minimum of 30 days. Also all additional calls other than preferential to come through the respective IATSE locals.

George E Browne, international president of the IA, and Harland Irolmedn, international vice president, are expected here next week for conferences on unemployment situation and other IA affairs. Browne has been in Chicago and Holmden in Cleveland.

Actors to Go It Alone

The Screen Actors Guild has turned thumbs down on affiliation with the Screen Directors Guild and Screen Writers Guild for fight on jurisdictional drive by the IA. While the actors are sympathetic to writters and directors, Kenneth Thomson, executive, secretary, and Robert Montgomery, president, believe time is not opportune for open affiliation with two guilds, which have not been recognized by producers.

Thomson is understood to have pointed out that such an affiliation with crafts outside the American Federation of Labor would give the IA a wedge for demanding it be given control of actors. In the event the IA actually attempts to assume control over the plays, the SAG, it not supported by the body, probably would withdraw and then affiliate with the directors, writers and other independent organizations opposed to IA control.

The directors and writers have already gone on record as pledging support to the actors should the IA attempt to take over any one of the three organizations. Controversy over the employment of two German cameramen at Columbia alendad has compromise when the American Society of Cinema-tory and the production at howest mark in veges.

since the triumview spend unusual period digging into the transcript before such knotty problems are unraveled.

Deny SP's Plea to Amend \$200,000 Libel Vs. SWC

Hollywood, March 1.

Screen Playwrights' spettion to amend complaint in its \$200,000 libel vs. SWC in a spend complaint in its \$200,000 libel vs. SWC in the spend complaint in its \$200,000 libel vs. SWC in the spend complaint in its \$200,000 libel vs. SWC in the spend complaint did, not constitute a cause for action. The playwrights have 60 days in which to perfect the appeal.

The action is outgrowth of a latter, acceptable written by Philip Dune urging P. G. Wodchouse to quit the Playwrights.

DATE FOR 'ACT'

Ifollywood, March 1.

Warners has ticketed 'Sister Act', I based on Fannic Hurst's best selling in conjunction with voice some medded passage of the Neely bill, Authore Plair, scretary-treasurer, and five other officers of Junior SAC that paid employees of quild cannot serve on board of directors of council of Junior Guild. Other officers to resign electivity in the production of the server of the server of point of the playwrights.

DATE FOR 'ACT'

If ollywood, March 1.

Warners has ticketed 'Sister Act', I based on Fannic Hurst's best selling in conjunction with voice and products of the server of server of the serve

Hollywood, March 1,
Janet Chapman, 5-year-old offspring of Fullerton, Calif., WPA based on Fannie Hurst's best selling and Clayton Jones, Antiru Short on a loan deal.

Luck, is being dickered for by RKO on a loan deal.

Two other majors have also asked for tests of the moppet.

DATE FOR 'ACT | Other officers to resign elective jobs are Robert Ellsworth, first v.p., is jobs are Robert Ellsworth, first v.p., which is jobs are Robert Ellsworth, first v.p., and Clayton Jones, Antiru Short on a loan deal.

Heading the cast will be Errol Short and Berger are studio checks, for tests of the moppet.



We beg to advise that after seeing and previewing it to some 300 exhibitors, we are convinced that—

# "MAD ABOUT MUSIC" IS THE BEST PICTURE WE'VE EVER MADE.

The New Universal

# Griffith Circuit's Expansion S. W. Presages Important Merger Deal Oklahoma City, March 1, orizons are blossoming for fith Amus. Co. as several in Amus. Co. as several in Co

Oklahoma City, March 1.

New horizons are blossoming for the Griffith Amus. Co. as several acquisitions, new house plans, and expansion moves have been made since the first of the year. Latest deal of its subsidiary, R. E. Griffith Theatres, Inc., was the acquisition of several of the Long, theatres in Texas. This setup calls for immediate remodeling of the Jewel at Iexas City and the Liberty at El Campo; a new Behouse to be built in Alvin and a new de Iuxe A house at Wharton. The Queen in Victoria is to be remodeled and the Colonial at Bay City enlarged. This will, give whouses in each of the town hamed, operating full time. Subsid has just opened a new \$50,000 house with 700 seats at Clarksville, Texas. Other acquisitions have brought the total of Griffith theatres past 200 mark, including the three Kadane houses in Frederick, Okla. (Ramona, Ritz and Grand). Also added were three John Terry houses in Wewoka, Oklahoma (Key, Paramount and State).

Plans are also being made for new Griffith house in Enid, Okla,

State).

Plans are also being made for a new Griffith house in Enid, Okla, where the company operates four theatres, one of which,the Mecca, is to be closed upon completion of this

no be closed upon completion or this new house.

The company previously had acquired downtown Oklahoma City space for a new general office building, plans for which have not as yet been formulated.

space for a new secondary ing, plans for which have not as yet been formulated.

Reported Griffith has even larger plans for immediate future, with hinted absorption or merger with one of the country's larger circuits.

#### Theatre Safe Robbers' Arrest Solves Other Thefts by Pennsy Duo

Lancaster, Pa, March 1.

Capture of a pair of youthful thieves who, less than a week ago, carried away bodily the safe of the Grand theatre, brought to a conclusion a series of robberies which have been staged in quick succession since Jan 1. Police revealed that the pair, John Kahler and Gerald Klos, are the much sought pin-ball bandits who in less than two manths have looted more than 50 vending machines and games, robbed country post office, carried away two safes and were credited with a half dozen or our unsuccessful robbery attempts. More than a score of individual robberies were confessed to by the pair. In confessing the Grand robbery, police said the pair admitted to force that the safe from the office, the length of the house, to a rear alleyway and then along the pavement to their parked car. It was boosted inside, hauled several miles to the Conestoga river where it was broosted ones, looked and then rolled off of the bank into the muddy stream. The safe contained house records and \$50 in change for opening the following day. Lancaster, Pa., March 1.

and \$50 in change for opening the following day.

Police said the discovery of the Grand safe in the river by a trapper-was responsible for breaking the They not only located the post-office safe submerged nearby, but also found the unusual tread-marks left by the bandits' car. It was through the tires that the youthful pair were traced and captured.

An unsolved robbery of the same theatre several years ago, in which receipts for the entire day were stolen, could not be linked with the latest affair, it was said. At the time one of the pair was in jail and the other was in hiding from the police.

#### Milking Films

(Continued from page 5)

He gets added rental when there are holdovers, moveovers or day-and-date engagements, probably making more from the extra first run time than he might be losing on subsequent runs where pictures do less under percentage than they would had they not been milked up ahead. Some sales managers, however, are not entirely in sympathy with tho elictures, are extent to which the pictures are extent to which the pictures, are short a month. It is not known to being squeezed by some theatre operations. This often depends on how any subsequent runs figure in the situation against the number of first among the maker. Prior to that he was with Max Fleischer, RKO-Van Beuren and Universal on cartoons. gets added rental when there are

Hollywood, March 1. Hollywood, March I. Quickie producer, whose shooting schedule sometimes runs into days, lets no working influe escape the drudge of his workers.
When an actor asked to be excused for a sneeze, producer ordered cameraman to shoot around him.

# **Fear Wins Court** Tiff with Metro Over Developer

Federal district court here within the next few days will name a referee to determine the amount of damages, if any, due Ralph Fear under the verdict awarded him last Thursday (24) in his suit against Metro, in which he had asked for declaratory relief on a contract with the studio for use of a film develop-ing machine invented by him.

ing machine invented by him.

Féar had charged Metro with processing outside product in violation of the agreement, which provided that equipment was to be used only for Metro's output. In retaliation, Metro had filed a \$1,000,000 damage action against Fear, charging the laboratory exec with threatening injunction proceedings against various exhibitors for screening films, other than Metro's, developed in Culver City studio.

#### Malibu Crash Kills Four Theatre Ushers

Los Angeles, March 1.
Four youths, members of the Para-nount theatre ushers' basket ball am, were killed and another serimount team. team, were killed and another, seri-ously, injured last Thursday, night (24), when the auto in which they were speeding along the Malibu highway plunged off an embank-ment. Dead are Leland Nelson, Eldridge Hester, George Buhl and Carrol Marshall.

Harold Nelson, who was hurt, is a brother of Leland.

#### **Beery Joining SAG**

Wallace Beery, one-time legit actor, has applied for membership in the Screen Actors Guild, after holding out for some time. All Equityites must be in good standlo quality for SAG membership.

to quality for SAG membership.
Equity council ruled Tuesday (1)
that Beery would be reinstated provided he pay a fine of \$500, remittance to be made immediately.
Beery's case appears to be exceptional, as indicated by Equity's stiff
nick. Heretofore those refusing to
join SAG were subject to a fine of
\$100 each year of refusal.

#### Par-Fleischer Set

(Continued from page 4)

ized, should the production of fea ized, should the production of fea-ture pen-and-inkers reach important proportions, will be opened in New York by Chailes (Hasty) Hastings, who has been in the film cartoon field for many years. Producers be-ing concerned about the scarcity of animators, il is not unlikely that some of the companies may sponsor schools themselves or Icnd support.

#### U's \$1,084,998 Loss

In 1936, the company showed a loss of \$1,835,419.07.

#### Dividends

Annual report of Radio Corp. of America sent to stockholders last week revealed 1937 not profit of \$9024,858, as against the preliminary estimate early in February of \$9,000.

The net comparies with \$6,155,336 in 1936 of 46,6% increase. Though the corporation's dollar 11.3% from the 1936 figure, operating costs also went up 8.4%. Report showed that RCA stockholders received \$6,409,228 in dividends in the past year. Earned surplus as of Dec. 31, 1937, was \$16,528,905. against \$15,334,648 at close of 1936.

Working capital rose nearly \$2,000,000 to \$28,639,436.

RCA declared quarterly dividends on both classes of preferred stock tast week. The payment on first preferred was \$7½c maintaining the annual \$3.50 rate. This is payable April 1 to stockholders on record March 9. The \$1.25 declaration on the old 'B' Preferred stock is payable to holders of record of such stock as close of business March 16. 20th-Fox Meeting

Dividend for both classes of stock is scheduled to be acted on by 20th-Fox directors at a meeting tomorrow (Thursday). Usual quarterty of 37½c preferred, maintaining \$1.50 annual rate, assured but the amount on the common, if any, is another thing. Declaration of \$200 ress on common shares is possible but directorate may decide to follow the 'old policy of waiting until earnings trend is more evident about midyear. Total of \$2.50 was declared on common by 20th-Fox and \$2 in all during 1936. Preliminary report on 1937 net profit from the Coast Monday (28) indicated in excess of \$8,500,000 or final earnings statement is not due until late this month.

Western Electric and its 100% directly owned subsidiaries armings.

month.

Western Electric and its 100% directly owned subsidiaries earnings for 1937 before interest charges rose nearly \$1,000,000 over preceding year to \$20,859,524. Total revenue from sales and other sources totalled \$212,-117,617 against \$135,147,890.

Net earnings (carried to surplus) amounted to \$19,514,197 as compared with \$18,698,049 in 1936. Western Electric total investment in Electrical Research Products, Inc., was placed at \$10,783,709 as of Dec. 31, 1937. Report showed W. E. had \$20,783,000 available for interest and dividends in past year, highest total since 1929 and second highest in 20 years of company's history.

Keith-Albee-Orpheum directors declared \$1.75 dividend on preferred stock last week, being payable April 1 to stock on record March 15. Divvy was paid out of capital surplus and is supposed to cover the March quarter of 1935.

Pathe Film last week, declared usual quarterly dividend of \$1.75 on its preferred stock payable April 1 to stockholers on record March 25.

#### Philly UMPTO Execs' New Theatre Bldg. Ires Indies

Theatre Bidg. Ires Indies
Philadelphia, March I.
Indie exhibs here sizzling over reports that the two top exces of their organization, United Motion Picture Theatre Owners, have gone into partnership to erect a house in opposition to another independent theatre in an already overseated neighborhood. Lewen, Pizor, prez of UMPTO, and Charles Segall, chairman of the board, will erect the house in competition with the William, Just purchased by Dave Milgram, Ray Schwartz and Miles Felt. Latter trio are staunch members of the Pizor-Segall organization.

Pizor and Segall recently purchased several other houses in partnership, but there was little criticis. of these deals as it was felt if they hadn't bought them someone elsewould, so no additional competition was created. In the new venture, however, exhibs see a deliberate attempt to wreak havin on another indie.

# But 2% of Pix, Foreign and Indie, **Make Pennsy Censoring Necessary**

#### What, No Solids?

Hollywood, March 1 Hollywood March 1.
This town, to Solly Violinsky, is just coffee-drinking burg, but enough is enough. The other day he met a Broadway pal who invited him to sip some java. Few hours later another acquaintance asked him into a beanery for a cup of mecha. When next day a Vine streeter waved him into dunkery and ordered up a cup of cawlee for him, Solly let go with:

'Whassamatter, ain't there no meat in this town?'

# 9 New Houses In Overseated Calif. and Arız.

Los Angeles, March 1.

Film theatre construction boom throughout Southern California and Arizona continues unabated despite the loud cry-from some exhibitor quarters that the sector is now far over-seated. Plans for building of nine additional houses at a total cost of approximately \$200,000 within the next few months, in addition to a similar number now nearing completion, have been announced. These include theatres for C. H. Mosier on Central Ave. in L. A; George Stamm in Concord. Calif.; Harvey. Bros. at Sonora. Calif.; Mrs. Helen Sieter, Selma, Calif.; Ralph Ferkins at 29. Palms, Calif.; George Mann and Morgan Walsh at Gridley, Calif.; Tower Theatre and Realty Co. at Sacramento; L. F. Long Theatre Circuit at Coolide, Afiz, and unnamed operator in Colton, Calif.

Chicago, March 1.

Chicago, March 1.
Translux's new newsreel will be on Randolph street in the loop. Mort Singer is doing the negotiating on property and building setup. Expected that site deal will be closed before March 15, building operations to be started by May 1 and the house running by Aug. I.

San Antonio. March 1. Majestic building, which houses the Majestic theatre, de-luxer, was sold for \$792,000 to Karl Hoblitzelle;

principal owner of the Interstate chain of Texas.

New owner plans to air condi-tion edifice and otherwise make im-

#### WB DOWNTOWN, L. A., HOLDUP TRY FOILED

Hollywood, March 1. Holdup, altempting to make off with \$4,000, the weekend Warners' Downtown theatre receipts, Sunday (2) was killed by Sid Marks, local sports figure.

... He drew a bead on the yegg who, while scopping up the coin, held off Leo Hirshon, assistant manager, with his

Philadelphi . March 1. Philadelphi, March I.
Pair of expert safecrackers, got. \$750 from the Pearl theatre here sunday (27). Theft was discovered by a cleaner, who notified Paul Kleinman, manager. Detectives said the thieves got into the house by foreing a rear door and got the money from the safe by knocking, off the combination and removing the tumblets.

They left no innerptints.

Oklahoma City, March 1.

Oklahoma City, March I.
An unidentified assailant brokeboth arms and fractured the skull of
T. G. Teier, 55-year-old manager of
the Joy theatre last week.
Teler was set upon when he left
the theatre about 11:30 p.m. The
man stepped from behind a parked
auto and beat Teler to the ground
before being chased off by the crowd
which gathered.

Philadelphia, March 1.
All censoring in this state is made necessary by only 2% of the entire output of the film industry, top exec of the Pennsy Censor Board told Vantery yesterday, following private survey of deletions and baus during the past year. Most of the 2%, he said, were foreign pix or indie product which didn't go through the Hays office. Havs office.

nays office.

'If all films went through the Hays organization,' he said, 'nced for the censor board would be abolished. We breathe, a sigh of relief when we note the Hays office approval a film, for we know most of our work is eliminated.'

film, for we know most of our work is eliminated.

Of the 1,899 pix viewed by the board last year, 70% had been olcd by Hays. Others were 15% foreign-made and 15% indies. Eleven films were banned entirely, and 116, approved with deletions out of the total of 1,899.

Censor Board exec declared foreign film makers just don't seem to have any sense about American propriety. They continually brazenly show acts wide open fashion which we in this country consider highly immoral.

Educational pic, Birth of a Baby, has been given unique 'approval-without a seal' by the Pennsy censors. Lacto of a seal makes it impossible to show the film commercially. Technically, it makes it impossible to show the film on any other way, either. However, by 'approval without a seal' the exhibition of the pic before groups of expectant acity agrees to the exhibition of the pic before groups of expectant mothers or other selected classes for educational purposes.

Member of the board declared the cight-reefer is 'excellently done and beautifully made. However, we do not feel that it 'a film to be ex-

cight-reeler is executently done and, beautifully made. However, we do not feel that it "a film to be exhibited through general channels. We feel it has a legitimate use and are perfectly willing to see it used that way, but we won't allow it to be shown commercially."

#### Geo. Hart, J. P., Ex-Exhib, Now a Marryin' Judge, Being Sued in St. Loo

Being Jued in St. Louis.

St. Louis, March 1.

David J. Massa, president of the Amusements, Inc., operator of the Lakeside Amus. Park has filed suit to eject George R. Hart, former theatre owner of Ferguson, Mo. from property owned by the company and also to collect \$3,000 damages for unlawful withholding of the premises. Hart, after selling his theatre holdings, was elected a Justice of the Peace in St. Louis County and incurred the wrath of county authorities and the clergy by an advertising campagin via radio, bill-boards and local rags in which he not only offered to marry couples at any hour of the day or night, but would also sell-wedding rings and other articles and indulged in practices that flowered the dignity of matrimony.

The latest phase in the effort to oust. Hart from office has resulted in him obtaining a writ of prohibition from the stale supreme courtagainst the county court. Besides on the property by using the residence as a marriage license parlor instead of home, Massa also asserts that 27. Catholic institutions, that use the park for their annual pienies, have refused to sign contracts for the current year because of Hart's occupancy of the premis which are near the park. The picnics are one of the principal sources of revenue of the amusement company, until the summer season gets into full.

#### Besser Optioned

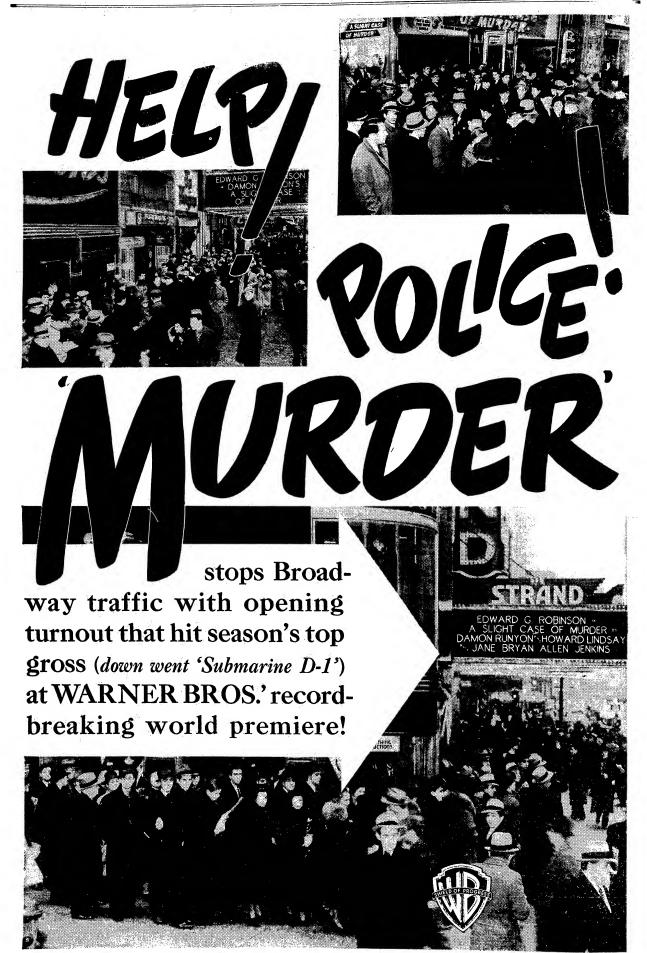
Joe Besser, vaude comic signed by Columbia Piets for 'Start Cheering,' with options for two more, has been handed new ticket calling for 14 films beyond the original three,

#### 'Wild Bill' as Cliffer

Hollywood, March 1.
Adventure Scrials will film Wild
Bill Hickok' as a 15-reel cliffhanger
for Columbia release. Production i

set to start diffin three weeks.

Don Terry has been signed for the



## Lichtman Turns Prof. and Tells USC Studes All About the Picture Biz

Hollywood, Mar. 1. Al Lichtman, who has sold films to the Harvard Sq. Theatre, Cambridge, the Campus theatre near Yale, in New Haven, and the Varsity. adjacent to the College of the City of New York, stood up the other night before a classroom of several hundred University of Southern California underclassmen and delivered an address on motion picture distribution. Before the evening was over they were calling him Profes-

Dr. Lichtman held the class tense attention as he reviewed developments in film distribution over the past 30 years, starting with his personal experiences as he traveled from city to city with a trunkful of 'cold copies,' his definition of reor cora copies, nis definition of re-issued General Film Co. releases. When the going seemed to become too technical and academic, Licht-man digressed to tell a few stories about the old days, including the one man diggessed to tell a few stories about the old days, including the one about how Indian pictures commenced because the actors diggit wear any clothes and the negative costs were low.

Lichtnan played straight and handed out a lot of information which had been carefully prepared.

which had been carefully Prepared.
His was the second of a series of
USC lectures which are sponsored
by Charles Skouras, president of
Fox West Coast Theatres, and arranged by Charles A. Buckley, circuit attorney. Louis B. Mayer spoke
at the opening of the course last

#### State Rights By the Foot

Following a description of the General Film Co. era when ex-changes bought territorial rights at 10c. per foot, Lichtman traced the subsequent developments. He said:

changes bought territorial rights at 10c. per foot, Lichtman traced the subsequent developments. He said: "The next step was the advent of the multiple reel feature. The first great picture, longer than one reel, was Dante's Inferno,' made in Italy. This was a big jump from the shoot orn up' pictures that were shown generally in the nickelodeons of those days. The company I was connected with acquired the American rights to 'Inferno,' which was of a length and quality that made its marketing on a footage basis impossible. It was up to us to pioneer and find another way to distribute this picture through the theatres. "We decided to advertise in the trade journals for adventurous men to invest their money in purchasing territorial rights for this great masterpiece. Before they would invest, however, it was necessary for us to establish the boxoffice value of the film. We rented a theatre in New York, arranged for accompanying music, a distinct novelty at that time, and advertised the attraction as 'Dante's Hell.' The film was a tremendous success and led to the importation of other Italian films. The next was Homer's 'Odessey,' which was a failure. There was no sensationalism in it that we could find, we then engaged, for the first time, an important actress from the American stage, Blanche Walsh, and produced in New York Tolstoy's Resurrection.' That was in 1911, The picture was a big success.' Lichtman then told of the founding of the Famous Players Film Co, headed by Adolph Zukor, with himself as general sales manger. He

of the Famous Players Film Co., headed by Adolph Zukor, with himself as general sales manager. He traced the history of early productions: starring Sarah: Bernhardt, James K. Hackett, James O'Neill and others.

#### Soft Pedalling Names

Soft regaining names
"We then engaged a little girl
under a long term contract who had
been known to picture fans as the
Biograph Girl," he continued. 'It was
the practice of that company not to
advertise the names of its players.
The illtle Biograph Girl was Mary
Pickford.

It was our policy at this time to It was our policy at this time to market cach picture individually and I traveled constantly around the country selling territorial rights. Meanwhile, the success of our pictures encouraged others to start making feature length films. Our competitors were William Fox, the Wainer Bros. and others. It became evident that distribution along these lines was too expensive, and through the urge for economy and the fact

that our customers wanted an as-sured supply of pictures, we insti-tuted the method of block selling,

tuted the method of block selling, or advance contracting of a year's supply of films in advance. That was the start of block-booking and it has been maintained through the years. Concurrent with the development of better films came better theatres. The nickelodeon soon gave way to the better class of family theatre. Soon hundreds of enterprising theatre men were investing large sums in theatre properties. Higher admissions were charged, and higher film rentals paid for better product. The public soon selected its screen favorities and there was strenuous competition among producers for the services of the popular stars. ices of the popular stars.

ices of the popular stars.

Then came talking pictures, the third great period the advancement of this great industry. The talking picture revolutionized the whole situation in every branch, of the business. You must realize that every theater in America had to be equipped with sound equipment, and every studio had to install equipment that would enable us to make pictures. Apart from the mechanical ment that would enable us to make pictures. Apart from the mechanical features, new dramatists were drafted, new personalities became popular with the public and some of the ones fell by the wayside. It was a new business.

#### Must Meet Increased Costs

Must Meet Increased Costs

The particular problem of distributors since sound pictures were developed to secure a return from exhibition commensurate with the greater cost of production. It is no longer an exception when a picture costs \$1,000,000 to produce. We have had a number of pictures that have cost \$2,000,000, in the past two years. It is a terrific undertaking to recoup these enormous sums and yet enable theatres to retain a profit as well.

'About two years ago I introduced a new yardstick for the determination of film rentals. This new yardstick was to expand the ability of the studio to make a greater number of the best possible pictures. You ask how? The answer was not to have any stifling system of distribution. We did away with blockbooking.

'The tables we worked out estab-

booking.

"The tables we worked out establish how much of the box office receipts a picture shall receive after it has been exhibited. If a studio ccipts a picture snall receive after it has been exhibited. If a studio has the courage to produce a big picture with a heavy investment, we arrange for rentals based upon its popularity with the public. If it meets with approval, then the film is adequately recompensed. If its reception is a disappointment, the picture will lose money. This is the only fair and square way to conduct a motion picture business on a big scale where often today producers are compelled to invest large sums in production cost.

When Lichtman finished his prepared address he was applauded, but before he left the platform, one of the class asked.

the class asked.

'How about double features?'

#### Creature of Depression

'I don't like 'em either,' Al said. think double features are a creature think double features are a creature born of the depression, partly; but mostly the result of stiff competition between theatres. When talking pictures came in, stage shows went out, except in a very few places, so that subsequent run theatres were offering practically the same enter-tainment as the downtown theatres. Admission prices of some of the downtown theatres had been 35c. Prices dropped to 55c. and lower. Then, the subsequent run, theatres started to show two pictures in order started to show two pictures in order Then the subsequent run theatres started to show two pictures in order to complete with the downtown the-atres. That was how the double bill

to complete with the double, bill crept in.

'I don't like it myself and I don't believe it makes for a good show, and I never met anyone who does like it. We have tried to eliminate it. We have conducted poils through newspapers arise the vote always seems to be in favor of retaining double bills.'

#### JUDGE'S RIBBING SHORTS

#### Agents' Drive

(Continued from page 13)

Levee, former Paramount and United Levee, former Paramount and United Artists executive, who launched his own agency, followed shortly after-wards by the invasion of the William Morris agency, long established in the world's show biz.

#### H'wood's Gold Rush

H'wood's Gold Rush

Stories of amazing bankrolls being piled up resulted in a rush for agency licenses from all walks of life, current list of permit holders including a former chaufteur and two ex-waiters. In the early days, few of the big-money actors, directors and writers hired agents, but today practically everyone working in the studios, from producers down to bit players, has his or her representative.

to bit players, has his or her representative.

Agents Guild is made up of the Harry Edington-Frank W. Vincent, William Hawks-George Volck, Leland Hayward-John McCormick, Lyons & Lyons, M. C. Levee, Myron-Selznick, Phil Berg-Bert Allenberg, Ad Schulberg-Sam Jaffe, Morris Small, Charkes K. Feldman-Ralph Blum, Orsatti, William Morris and Zeppo Mark agencies. Levee has been president since founding of the organization. organization.

Total annual income of the group runs into figures that would stagger even a New Deal budget layer-

even a New Deal budget layerouter.

So-called county strip stretching
along Sunset boulevard, between the
west limits of Hollywood and the
east limits of Beverly Hills, has been
changed from poinsettia fields and a
few scattered and somewhat shabby
merchantile establishments into a
lawish and thriving business community due to the influx of agents,
who are required by law to furnish
a business address before they can
obtain agency permits. To accommodate the shoestringers, and they
are numerous, enterprising property
owners have thrown up flashy structures containing suites of furnished
offices, where the not-so-well-to-do
can rent cubicles, along with secretarial and phone service, for as little
as \$40 a month. as \$40 a month.

#### Must Keep Them Working

Must Keep Them. Working Fold-up of many of these little fellows would have come within the not too far distant future as a natural course of events and without the blasting now being mapped by the toppers. Clause in all contracts between agencies and clients that provides for automatic cancellation when the agency is unable to provide the client with work during any period of four consecutive months would have turned the trick, for the walk of players, directors months would have turned the trick, for the walk of players, directors and writers, from one agency to another, during the current studio slowdown, has been in a steady parade that is not yet ended. In many cases, the agency losing the client is also out considerable cash that has been expended in building the latter to a point where he or she is more readily salable.

Power of the State Labor Board to cancel permits on the slightest provocation will be one of the principal weapons of the 'Big 13' for use in the purge.

#### Bernhard Named Member Of New Jersey Council

Joseph Bernhard, general manager Warner theatres was named of warner theatres, was named an advisory member of the New Jersey Council by Governor Moore of that state. One hundred and fifty thou-sand dollars has been appropriated to advertise the advantages of Jersey to the industrial leaders of the nation in an effort to stimulate in-creased industry and employment within the state.

Other members of the board on which Bernhard will serve are Governor Moore, former Governor Hoff-man, State Labor Commissioner John J. Toohey, Jr., and Finance Commissioner Bernard L. Lamb.

#### Fox-West Coast's Quints

Los Angeles, March 1.

Five bubles born in the last week nicked the treasury of the Fox West-coasters Club, F-WC Theatres morployeees, organization, for space Charles. nicked the treasury.

coasters Cub. F-WC Theatres employeees' organization, for \$250.

Checks for \$50 each were handed to Bill Lyris, circuit inspector, for his sew daughter. Tom Page, home office film statistician, son: Will Brown, manager of the Padre, San Jose, daughter. Helen Wright, former cashier of the Harmon Stifteen, daughter, and Harmon Stifteen, Glen City theatre, Santa Paula, son, W. H. Bud) Lollier made the presentations.

W. H. Bud) Lollier made the presentations.

while number prairies schooner.

15 OF SALT LAKE'S 17 DUAL Sant Lake City, March 1.

Salt Lake City, March 1.

Salt Lake City, March 1.

Prevailing epidemic of dualers of dualers and the received new high last week when 15 of 17 theatres showed double daughter, and Harmon Stifteen, Glen City theatre. Santa Paula, son, W. H. (Bud) Lollier made the presentations.

# Theatre Porters, Watchmen, Ops, Et al., to Parley with Circuits

#### NEA TO HUDDLE ON VISUAL EDUCATION

While the entire field of educaalle the entire held of edu al pictures will be given -over, boosters for audio-vis ation pictures in schools he education education pictures in schools nope that a definite program covering handling of classroom subjects will be adopted at National Education Association confabs this week in At-lantic City. Suggestion that a film library association be set up to pro-vide distribution probably will be considered. This would note the or distribution probably will be-considered. This would pave the way for securing distributing for any shorts furnished by the major film companies and indexed and ap-proved by a committee of educators during the last eight months.

What transpires at Atlantic City What transpires at Atlantic City doubtlessly will figure in the report made to the Hays organization at the annual meeting at the end of this month. Likely that steps taken by cducators will determine what recommendations will be made to picture companies for the next 12 months. Little or no consideration will be given radio for classroom instruction, according to latest indications.

tions.

In connection with proposed plans for using films in class instruction, there also have been conversations looking towards establishment of one or more colleges as test laboratories where audio-visual teaching on the extbook education. One may be set up in New York. Results probably would be reported back to the N. E. A. Cost probably would be covered through a special grant of coin or endowment.

#### Par Comes to Cotulla, Tex., And Upsets Entire State

And Upsets Entire State

Cotulla, Texas, March 1.

This 3,300-population Texas town, about 90 miles southwest of San Antonio, is going Hollywood in a nice dignified way, what with a location company for Paramount's The Texan' (formerly The Marching Herds,' esconced on the La Mota ranch, 30 miles into the hinterland from Cotulla. Local Chamber of Commerce has already issued a bulletin, ballyhooing the town as The Hollywood of the Southwest.'
Townspeople are walking around with their chests puffed out. Cafes are already hiking their tariffs in anticipation of the rush of visiting firemen. Sagebrushers from these parts are flocking to the location in such numbers that the announced \$2.50 - per-day-with-caises-and-a-flop for the young cowhands is rumored to be slashed to \$1.50, take it or leave

\$2.50 - per -day-with-cakes-and-a-nop for the young cowhands is rumored to be slashed to \$1.50, take it or leave it.

Although papers claim that visito are welcome during the shooting, all sans sound, the yokel posted on the gate said, 'Nuthin' doin' and backs

gate said, 'Nuthin' doin' and backs it up with plenty of brawn.

Back at the semi-permanent camp, Charles C. Cook holds sway as business manager of the group. He's topping with Lucien Hubbard, producer, and James Hogan, director.

Background shots are being lensed under the direction of Harry Fischback, head cameraman. Seven trickriders are doing their stuff here along with 1,000 head of Texas steers. Mob expects to be on location for

along with 1,000 nead of Texas steers. Mob expects to be on location for about 26 shooting days. Texas interest is being hypoed by the fact that J. Manley Head, baby' state senator, is playing a part and, acting as tech adviser. Plane with two-way radio is

Plane with two-way radio is among the four carloads of equipment on location.

Hollywood, March I.
Frank Cordell, stunt man, and
Chise! Enrest, cowboy actor, suffored severe-burns in a fire scene on
location at Cotulla. Tex, with Paramounts The Texans unit. The men
were trapped in a prairie fire scene,
while making their escape in a
prairie schooler.

With a total of 1,600 already enrolled, the union which will have
jurisdiction over superintendents,
porters, matrons, elevator operators,
watchmen and charwomen in theatres, as well as some other buildings,
has had some preliminary conferences with circuits and later this
week will sit down to discuss terms
un 1st a contract.
This meeting, with representatives
of Loew, RKO and the Independent
Theatre Owners' Assn. may be held
tomorrow (Thursday), according to
Lou Conway, president of the union.
Originally projecting unionization
plans through Local 32-J of the
Building Service Workers parent
union, a new unit has been created
since then for theatres and cultural

union, a new unit has been created since then for theatres and cultural buildings. It is known as Local 54, Building Service Employees in-Amusement and Cultural Buildings. Building Service Workers now branches into 14 different locals.

Conway says that discussions with respect to recognition has been held up somewhat due to the RICO situation and reorganization, but that following preliminary meetings with AKO, Locw's and ITOA, conferences will be held tomorrow or later in the week to negotiate terms. No trouble will be held tomorrow or later in the week to negotiate terms. No trouble is looked for. On the outside if it is said that the circuits probably will not seriously oppose the unionization of porters, charwomen, matrons and the like, although it remains to be seen what the actual attitude will be.

#### 'Birth' Revival Is a Gag, But Not to D. C. Negroes

Washington, March 1.
Revival of David W. Griffth's
Birth of a Nation' received unexpected attention last weck when
parade of Negroes picketed the
Rialto where the Flm Society staged the comeback

the comeback.

Received with hilarity by the socialite audience, the film was object
of protest by local colored population because of its theme. Sandwich-boarders emphasized the fact
that anti-lynching legislation has
been kicking around in Congress in
displaying resentment over antiquated record of the carpetbag era
and the rise of the Klan. Nine
pickets, eyed by four cops, ineffectually tried to discourage patrons,
who laughed uproariously at the
pantomime acting of [915] stars.

tually tried to discourage patrons, who laughed uproariously at the pantomime acting of 1915 stars.

Efforts to block the unreeling were futile, although local police strung along with the Negro complainants. Maj. Earnest Brown unofficially suggested the Film Society cancel the event, but no formal action was taken by D.C. authorities.

#### \$100.000 Theatre Fire

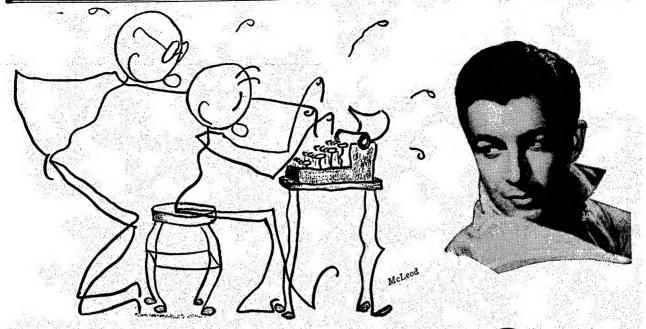
Pittsburgh, March 1. More than 400 patrons of Kcystone theatre, nabe house in suburban Natrona, had a close call over the weekend when fire completely destroyed the spot. When a film exploded in the projection booth, Manager John Rakowski averted a panie by walking to the stage, amounteing there was no immediate danger and asked everybody to leave quietly. Just a few minutes after the last person had let the building, the frame building collapsed and the blaze person buildings on both sides. Before the flames were brought under control, they also levelled an end when fire completely destroyed

Before the liames were brought under control, they also levelled an apartment house. Natrona's post-office, a restaurant and a jewelry store. The damage was placed at close to \$100,000.

close to \$100,000. M. Y., March I.

Investigation of an early morning blaze which swept through the Playhouse, one-time legitimate theatre, but in recent years a picture house, and caused damage estimated at \$75,000. was undertaken by Fire Chief Louis Sueco, Only the walls of the theatre, a three-story brick building, were left standing.

The fire department of a nearby community assisted the local volunteer forces in keeping the flames from spreading to adjoining property. The Playhouse, built in 1912, had an orchestra and two butchies, with a seating capacity of 1,500.



# BIG WORDS!

"'A Yank at Oxford' a first-class comedy... One of the most enjoyable of the season... Robert Taylor's engaging personality has much to do with the picture's enthusiastic reception at the Capitol."

—KATE CAMERON, DAILY NEWS

"A picture for any fan. charming, colorful, exciting, witty and tender refreshingly different...

Direction brisk, smart, inspiring to the gifted players...The film should add a masculine following to Robert Taylor's impressive army of feminine fans."

—BLAND JOHANESON, DAILY MIRROR

"Thoroughly entertaining ... You'll find it fun."

—ROSE PELSWICK, JOURNAL-AMERICAN

"Uncommonly diverting show . A fresh background, and an entertaining one.

-FRANK NUGENT, TIMES

"A cracking good picture...dash and excitement...
dry and likeable humor...characters well played.

—EILEEN CREELMAN, SUN

"Gay, happy-go-lucky... artfully and entertainingly told by a superior cast... Excellent... Really robust, rollicking, amusing... directed and performed with rare skill... Robert Taylor thoroughly ingratiating personality, as well as a comedian of the first rank... Fine mixture of first-rate acting, lively story-telling and expert direction. Undoubtedly one of the comedy treats of the early season."

-WILLIAM BOEHNEL, WORLD-TELEGRAM

"An engaging film...smart direction...consummately cast...Mr. Conway has conjured up much charm. Robert Taylor plays the Yank with conviction."

—HOWARD BARNES, HERALD-TRIBUNE

"First-rate cast...witty and dramatic...Robert Taylor's best effort to date. Taylor fans and others will find much to enjoy."

—ARCHER WINSTEN, POST

"Action picture... with a bag of gags that are crisp with freshness... Bright entertainment every foot of the way... Robert Taylor justifies the enthusiasm of his following."

—HERBERT COHN, B'KLYN-EAGLE



## **EXPLOITATION**

#### By Epes W. Sargent

#### Building Up Baby

Minneapolis.

Building Up 'Baby'

Minneapolis.

Palm for the slickest piece of film promotion and wire pulling and for the luckiest breaks goes to Howard Feigley, who brought 'Birth of a Baby' into town.

Before booking picture into Lyceum, legit roadshow house, Feigley arranged a private showing for Twine Cind medical students at the University of Minnesota, with the spectators' vote to decide whether the film, barred in New York, was suitable for public showing here. Favoring public showing were Favoring public showing were 1955, with 40 opposed, according to the agures given out. Feigley, or others financially interested in the picture the American Medical Association. As a result, the Hennepin County Medical Society, local affiliate of the American Medical Association. As a result, the Hennepin County Medical Society's executive committee publicive endorsed the picture. And, prior to its opening at the Lyceum last Thursday, Dr. W. A. O'Brien, executive secretary of and radio speaker for the secretary of and radio speaker for t

#### Heartheats

Heartbeats

With a medical association in local session, C. A. Matthews, Orpheum, Memphis, was able to arrange for a cardiographic test of the effect of Ina Ray Hutton's Melodears on a couple of members of the audience. Test was for one show only, and given on the stage. Miss Hutton selected a young and an elderly man as the testess, and the instrument mader that the second strips Mr. Matthews sends, it does not appear that Miss Hutton is any Benny Goodman when it comes to raising a riot, but it made a good talking point; and broke into a bit conservative in handling. The stunt has been done before with Miss Hutton and others, but it seemes to possess an audience appearstruments can generally be borrowed from the hospital. The rest is all in the way the story is handled. Mr. Matthews did very nicely with it.

#### Warner Idea

Warner Idea

Something else brand new emamates from the Warner home office
avertising department. It's an altick of the state of th

#### Paramount Prizes

Paramount Prizes

Paramount has issued a leaflet giving full information of its Paramount on Parade concert for the best advertising and upping of theatre greeses on Paramount pictures between polymers of the prize of the priz

#### Many Models

Many Models

Cleveland.

Every amateur and pro model here was pulled into the Joan Crawford.

Mannequin' contest on which Milt Mannequin' contest on which Milt Mannequin' contest on which Milt Mannequin' contest on the Milt Mannequin' contest on the Milt Mannequin' contest of the Mannequin' contest of t

besides \$75 spending money and three free days at Penn Hotel. Beauty also to be photographed by Mur-ray Korman, sketched by Vincentini and given a whirl through Radio City. Loow theatres and style chops.

#### Sought Lady Lawyers

Sought Lady Lawyers
David B Whalen, doing the exploitation for Republic Pictures in the Boston sector, writes he believes that his is the only company supplying ideas to the accounts other than those contained in the press books.

A recent campaign, worked in a dozen New England towns, was a letter to all women lawyers, their name and addressees being obtained the contained of the contained in the press before the contained in the contained the contained of the contained th

#### Plugged Transportation

Plugged Transportation
In addition to his usual exhaustive campaign for windows, educational hook-ups and poster displays. Bill hook-ups and the Place Power of the Place of the Check of t

#### Three-Way Contest

Anree-way Contest

San Francisco.

A Baby Snooks' contest is being staged jointly by General Foods, the San Erancisco. The Contest is being staged jointly by General Foods, the San Erancisco. The Contest the Warfield theatre. The contest the first of a series to be held throughout the country, is for gag sequences to be used by Fanny Brice on her Good News broadcast.

Winner will be given a trip to Hollywood, where she will be the guest of Miss Brice. There are also cash prizes for runner-ups. Miss Brice will make a trip to San Francisco, where she will award prizes to the winners on the stage of the Warfield. Included in the board of judges are Glenn Dolberg, Frisco MBC program director; Herb Caen, radio editor of the Chronicle, and Sam Pechner, manager of the Warfield.

#### Theatres-Exchanges

Denver.

H. A. Goodridge, Ogden, manager, making extended trip around South America. Tom Ward, recent Hiawatha manager, subbing for him The Hiawatha management has been taken over by Ralph Batsehelet, who also manages the Bluebird. J. W. Davis has sold the Empress, Hugo, Colo., to E. G. Weiselmann. Fox has closed the Del Rio, Las Cruces, N. M., and the Kit Carson, La Junta, Colo, except one day a week, when they show Spanish films. They are exclusive in these towns, having another house on full-time schedule in both spots.

Philadelphia. Dave Milgram, Ray Sehwartz and Mike Felt taking over the Walton Theatre in next few weeks. House now operated by Mrs, Harold Mc-Cann.

Cann.

Reported that a Boston syndicate
is planning to build a big drive-in
theatire on the Rossevelt Boulevard,
Philly to N. Y. highway. Expected
to be completed in time to catch
early summer trade.

Tulsa, Okla. Tulsa, Okla.

Dan Gould, Jr., 23, third generation Gould in show business at Fort
Worth, Tex., now here as manager
of Tulsa's newest house.
Phil Isley's S. W. Theatres Corp.
extended its holdings to 22 houses
when it bought the State at Pawhuska, Okla.

Des Moines.
State State Center, operated, by
Merrill W. Hoopes, has been sold to
W. T. Carter, of Easton, Minn.
Strand, South Cedar Rapids, has
opened under new management.
Woodrow Praught, co-owner with
Harold Wright, of Minneapolis,
Minn., is the manager.

Los Angeles.
John F. O'Neal appointed manager
of Fox-West Coast's Inglewood theatre. Inglewood, replacing Ross A.
Jones, resigned.

#### Hamilton, O.

Hamilton, O.
Southio Theatres, Inc., Paramount
subsidiary, which has been operating
the 1,800-seat Strand at nearby Middletown under lease, has purchased
the property outright at a reported
cost of \$500,000.

Reading, Pa, Lester Stallman: Bethlehem, now manager of Warner's Astor, Reading.

#### Inconsistent

Chicago, March 1, Board of Health, which has been kicking up quite a fuss around town by issuing statement that double, features are. Injurious to the public health due to the fact that they keep people indoors too long, is now going to the same nieture military. is now going to the same pic-ture public with a trailer ad-vising them to take care of themselves during this season

or coids.

Reel has a personal message from Dr. Herman N. Bundesen, president of the board of health. There is some whispering around town that this might be a political angle since the county and municipal elections are coming up shortly. are coming up shortly

# **LEGAL BUMPS BOTHER BANKO**

Cedar Rapids, March 1. When a door man at the RKO Iowa heatre here stalled Earl Stanley When a door man at the RKO Iowa theatre here staled Earl Stanley, chief of detectives on the Cedar Rapids police force and prevented him from signing a bank night matinee card because he had not purchased an admission ticket, it almost caused curtains for bank nights here. Other theatres participating in the bank night pool here include the Paramount and State. The stunt has proved a big drawing card every Tuesday for more than a year.

Stanley complained to County Attorney G. K. Thompson that he had asked for a card to sign and when it was found he did not have a ticket

was told to wait before another door was to to want before another door. Finally as a customer came out, Stanley went in but was stopped by an usher who demanded a ticket. The police officer hunted up the county prosecutor and make his kick.

Thompson immediately called all theatre managers into conference and explained that under the Iowa and explained that under the lowal and explained that under the low a matinee eard without purchasing a ticket. He warned that all persons must be accorded equal service and consideration whether or not they have an admission ticket.

The plain clothes man said he should have made, himself known but Stanley replied that he couldn't but Stanley replied that he couldn't see why his notifier as on deferment.

see why his position as an should make any difference. an office

#### No Wheels in Denver

Denver, March 1.
The police department has issued an order to theatres that no give aways can be used where wheels are spun or eards are drawn to deter-mine the winners. The police okay, was placed on drawings done in such a manner that it was not necessary for one to purchase a ticket to par-

tleipate.

At present two cars, money and merchandise are being used in drawings. Eleven of the Fox houses are hooked up.on a cooperative drawing weekly with a new car as the prize, as are the four Dave Cockrill houses. The other Fox house, the Isis, tossed out. of the appropriate body beds. The other Fox house, the Isis, tossed out of the cooperative hookup because of the huge registration due to the low admission price, 15c, have their own eash drawing. The three Ed Mapel houses have their bank night built up, to \$700 for this week. Some time ago the police department had outlawed the wheels as drawing accessories but theatres began using them slowly, but with so many now using the police ordered

nany now using the police ordered em out.

Amusement licenses still earry Amusement licenses still earry a clause forbidding any sort of drawing or prize offerings in theatres. This law was killed by the city council, but the license department is still using the old forms.

still using the old forms.

St. Loo Nixes Quiz Gag
St. Louis, March 1.
A plan of theatre owners here to stimulate, bo. with 'Sho-Bons', whereby patrons would have an opportunity to collect prizes fraing up to \$500 weekly, by submitting the correct answers to three questions concerning the flickers, was nipped last week when the Attorney General's office in Jefferson City ruled that if was a form of lottery and a violation of the statutes.

Circuit Attorney, Franklin Miller of St. Louis, at the request of coursel for several theatree owners, asked for a ruling from the Attorney General. They took the position that

## Abuse of Dualing 'A' Pix

(Continued from page 3)

ings in an effort to stagger top studio

output.

Generally believed, before next season's selling starts in June, special regulatory provisions will have to be imposed governing the teaming agreements pictures in leasing agreement

of pictures in with theatres.

Prod. Slump Ending
Seasonal slump in film production, worse this year than at any time

#### WB's NVA Drive Short

WB's NVA Drive Short

Hollywood, March 1.

Top players of most of the major studios will check in at Warners within the next two weeks to contribute their histrionic bits toward a Will Rogers Memorial (NVA). Drive short, which George Bilson will direct. Briefie will be used as part of memorial fund-raising campaign for Will Rogers sanatarium at Saranac.

A. P. Waxman, publicity director for the fund, has checked in at the Burbank plant.

#### **UA Partnership?**

(Continued from page 3)

become practically a member of the U. A. partnership. Actual owner-membership status is the subject to be discussed from this point.

membership status is the subject to be discussed from this point. In the meantime, it's been heard that an effort has been made to. vive the old RKO-Selznick possi-bility, but the United Artists deal looks to have the right of way with Selznick-Whitney. Fact that Samuel Goldwyn has been revamping his studio and made many changes in his own setup re-

many changes in his own setup setup recently adds to the situation. Also, accounts have George J. Schaefer having planed in from Florida recently just to spend a few hours with Whitney regarding that U. A. deal. And then went back. Schaefer will probably return to New York from the south today or tomorrow (Thursday).

#### 'Changes Every Two Hours'

Hollywood, March 1.
Jock Whitney was delayed on his
return from New York today, but
Selznick International spokesman
insists his movements have no siginsists his movements have no sig-nificance in connection with any new releasing deal or UA buy out of Pickford-Fairbaks-Chaplin. Studio has two pictures to get out of the way, to wash up current releasing commitments to UA and its entire concentration is on that perform-ance. Also insists no dickering on any new distribution deal in prog-ress, and that buyout deal must also wait until pictures are out of wait until pictures are out of the

However, admits situation changes

'Sho-Bonus' was different from Sho-Bonus. was different from banko, screeno, Klondike, etc., which have fallen under the classification of a lottery. In nixing the plan Assistant Attorney General Regan declared there appears to be no rule or yardstek by which the correct answers to the questions submitted are to be determined by the judges. The contest is open to all persons 10 years of are or over and is there. 10 years of age or over and is, there fore, an unequal contest.

Charlotte, N. C., March 1. An order was signed at High Point by Judge Lewis E. Teague restrain-ing North Carolina Theatres, Inc., ing North Carolina Theatres, and Hugh Smart, manager, from paying out \$375 advertised as a 'jackpot for attendance upon High Poin

shows.

This order, which will come up for hearing before Judge Teague later, was obtained, after Arnold Grayson Boggs contending that his name was

Boggs contending that his name was drawn for the lucky winner on Feb. 17 and that the theatre management refused to pay the prize money to him because it was contended that his registration card, if ever made, had been lost.

The plaintiff contends that in reality this is a subterfuge; that the real reason the money was not paid to him was because he did not purchase a ticket when he registered. In addition to the prize money the juntiff asks for \$1,000 punitive damages.

The theatre will continue its prac-

damages.

The theatre will continue its practice of paying out jackpot money on Thursday nights, despite the restraining order. Bond covering the amount asked for by Boggs has been control of the second of the se

in the last half decade, has hit bottom and the upturn hovering at the tape, with the big dash set to get under way within the next fortnight. Cinema town grocers, butchers, gasoline station operators and other tradesmen who carry bit players, studio clerical forces and day-to-day check technicians and artisans on the cuff during the lean periods, insist their present book totals set a new all-time record. First major plant to issue return-to-work calls is. Metro, where masons, carpenters, painters and decorators will check in next Monday (7) to start construction on the larger of the many sets required for

decorators will cheek in next Monday (7) to start construction on the larger of the many sets required for Marie Antoinette, which has already been before the cameras for: 50 shooting days. Same plant, which is fixed with finished product to meet release dates running well into April, is momentarily putting the finishing touches to three others, Test Pilot, "Three Comrades' and Judge Hardy's Children, with five more set to roll within the next two weeks. They Too Hot to Handle, Broadway Goes to College, "Idiot's Delight," Frou Frou', and "Hats in the Air." Paramount, with four, You and Me, "Tropic Holiday," Professor Beware' and Cocanut Grove', nearing the finish line and two others, "The Texan' and 'Crime Gives Orders,' The Texan' and 'Crim

Texan' and 'Crime Gives Orders,' has announced definite starting dates for five in the first half of this month. They are 'Spawn or' the North.' Prison Farm, 'Mysterious Rider,' Harmony for Three and 'Things Began to Happen.' Companys \$1,250,000 air epic, 'Men With Wings,' background shots for which are already being made, will get under full sail between the March 15 and 25.

#### Five on Tap at WB

Five on Tap at WB
Warners is currently winding up
four: 'Golddiggers in Paris,' White
Banners,' Crime School' and 'Fite
Woman Habit, with The Amazing
Dr. Clitterhouse' rounding the quarter turn, and sive others, Boy Meets
Girl,' The Singing Cop, 'Private Detective,' When Were You Born' and
'Comet Over Broadway' slated for
the go signal between now and
March 18. the go s March 18.

Comet Over Broadway' slated for the go signal between now and March 18.

RKO, where 'Vivacious Lady' is receiving its finishing camera polishing has two others, 'Law of the Underworld' and 'Go Chase Yourself,' at the halfuay mark, with Muddled Deal.' Saint New York' and Rolling Stones' past their initial week' before the lenses and two others, Carefree and 'Blind' Alibi,' ready to push onto the sound stages around March 10.

Five pictures are in their final liming stages at 20th-Fox, with the Irving Berlin production, 'Alexander's Ragtime Band, and the new Shirley Temple starrer, 'Little Miss Broadway,' well along, Scheduled for a March 21 start are 'Passport Husband' and 'Three Blind Mice.' While Universal is nearing the finish on 'Goodbye Broadway,' Reck-less Living' and Nurse From Brooklyn,' as well as a pair of westerns, it has two of its most ambitious undertakings of recent months waiting only a windup on easting before having the cameras trained on them. They are the John M. Stahl production, 'Letter of Introduction' and B. G. deSylva's 'Rage of Paris,' which will mark the American debut of Danielle Darrieux, French importation, the script for which is finally ready after many delays due to shifts in the choice for the male lead.

Setznick-International, closed since

shifts in the cronce of lead.
Selznick-International, closed since early January after completion of retakes for 'Adventures of Tom Sawyer,' is being readied for new activity around March 15, when the company will send into production the two pictures needed to complete its contractural commitment to United Artists.

'Gladiator' Making Ready

Gladiator' Making Ready
David L. Loew, now vacationing in
Miami, will return here tomorrow
(2) to begin preparations for the
next Joe E. Brown starrer, "The
Gladiator." Soi Lesser has set April
L as day for assembling next Bobby
Breen starrer, Fisherman's Whart,"
before the cameras.
Republic and Monogram, each
with three now in work, have five
and foin, respectively, slated to begin before March 15.
General, slate, as it now stands,
and with better prospects for added
starters rather than scratches, provides more peppy pick-up than,
that held out on the same date, 12

vides more poppy pick-up than that held out on the same date 12 that held out on the same date 12 months ago. Studio managers agree that the business of making pictures will be proceeding under full steam not later than April 15, with most layoffs back on the payrolls by that date.



ARE BRINGING THE ROXY THE BIGGEST BUSINESS ON BROADWAY.

while Town Hall Fred rolls the crowd in the aisles.



and golden-voiced Tony and Alice thrill em with song!



Songs!

ALICE MARTIN

SALLY, IRENE

and MARY

ot maturally/ eld over

#### Film Reviews

#### DAREDEVIL DRIVERS

(Continued from page 15)

bus outfit only to upset the foul applecart of the latter in the end for the complete benefit of the girl he has fallen for. The cute little story is well handled under director Eason's expert piloting. The dialog to the bone, is crisp, sprightly and speciful. Eason's to the

socktul.

Scenes in which racing cars smash up are culled from newsreel films and include some outstanding accidents. Prints seem in better condition than most.

Char.

#### GAIETY GIRLS

GAIETY GIRLS

(BRITISH MADE)

(WIFTH SOMGS

United Actions release of Gunther, Stapenioral poundation. Sectures Jack Hulbert, Indian Sectures South Hulbert, Indian Secturity, Arthur Macrae, compet, Indian Secturity, Hulbert, Indian Secturity, Hulbert, Indian Secturity, Hulbert, Indian Macrae, compet, Secturity, Hulbert, Indian, McMael Secturity, Hulbert, Indian, Hulbert, Indian, Hulbert, Indian, Hulbert, Indian, Hulbert, Indian, Hulbert Jennette Tautellu Ellist Jeauco, Arthur Misco Hulbert, Sydney Scalinson, Misco University, Misco University, Sydney Scalinson, Misco University, Mi

The astute formula of making soluble the British talents of Jack Hulbert and the American savor of Patricia Ellis has resulted in one of Britain's better musicals. Direction, acting, music and dancing blend splendidly in the Hollywood manner. Director Thornton Freeland is an American

acting music and dancing blend applied didy in the Mollywood manner. Director Thornton Freeland is an American:
Picture attempts to capture, with discriminating restraint, a Parisian background, negligibly retarded by the clipped Oxonian of its cast. But, withal, there is, namely, the subtlet Hulbert, who once more affirms his stand as Britain's merriest zany. As a vehicle for American audiences, Gaiety Girls' should find favor. The mistaken identity theme has a vehicle for American audiences, Gaiety Girls' should find favor. The mistaken identity theme has a constant of the stand and parket in the stand and parket in the stand and parket in the stand milionaire (Hulbert), a chorus girl (Miss Ellis) and their subsequent oppular ideal. Sifting through the film some grand comedy truned on in the inlimitable manner by Hulbert. His dancing and singling attributes are conveniently revealed by the scenarists in depicting the officious, starched tycono of finance dual personality. Hulbert's coloris is starched tycono of finance.

Casting beasant, his dancing tops. Miss Ellis warbles well and indicates are done with care, with little of the usual Anglican restraint. evidence. At the start of the film, however, all is not cricket; sequences point toward tedium. But Hulbert's entraine changes all that. Of the supporting cast, Arthur Riscoe is properly gesticulating as a futtle producer.

#### Call the Mesquiteers

Call the Mesquiteers

Republic release of William tecks production. Peculines Bod. Livingston, Tay diction. Peculines Bod. Livingston, Tay the Control of th Sheriff.

Marin Jackson Marin Jackson Marin Jackson Jackson Hall Jehis Dog Well-made western in the Three Mesquiteer series which carries the heroic trio on another adventure that will please the fans following them. Boys. Bob Livingston, Ray Corrigan and Max Terhune, track down some silk thieves in this one, but fail to track down a heroine for a finish. Thus, the Mesquiteers are a bit different to the series of the series of the series of the fall that the series of t

#### **BORDER WOLVES**

UNITH SONGS)

Interest production and release. St. Polymer St. Pol

Rusty Reynolds	Bob Baker
Mary Jo Benton	Constance Moore
Clem Barrett	buzzy Kuight
Jimmle Benton	Dickie Jones
Line Wong	Willie Fune
Denuty	Clan Stronge
Tom Dawson	Frank Campeau
Judge Coleman	Oscar O'Sheat
Julier	Cassldy
Mackay	Jack Montgomery
Jack arson	Dick Dorrell
John enton	Arthur Van Slyke
McClone	

This fable of the lone prairie forcibly illustrates what happens when production machinery sags Bob Baker is a comer. Fuzzy Knight is tried material from stage and what happens chinery sags. Fuzzy Knight

New York Theatres

Theres a Better Show

cinema. Co m Texas, cinema. Constance Moore, bloude from Texas, suggests some future possibilities; while Dickie Jones is a capable kid actor. But tossed into this western of the gold rush days, they never get started. Writing dialog and direction are at fault. Border, Wolves' is weakest Baker entry in months, but passable in dual locations.

entry in months, but passable in dual locations.

Production indicates that Director Joseph H. Lewis had a tough task trying to work in Bob Baker's ballads. None really clicks, because of incongruous surroundings. They've even got the murderous outlaws warbling in a campfire scene. Another time, Baker and Miss Moore awkwardly pose themselves near a property of the murder of the state of the more than the state of the state of

futile.

Bob Baker, who talks and rides like a cowboy, sings as well as even. He doesn't startle as an actor, but this film accentuates this apparent flaw. Knight flounders because of silly lines.

Wear.

#### **FLYING FISTS**

Victory production and release. Stars Herman Buls, features Fuzzy Knight, J. Farriell MacDonald, Dicket Jones, Directed 49 Bob Hill. Screenplay by Basil Dickey Jameia, Bill Hyer. At Central, N. V. Jaulie Bill, Feb. 23-24, "38. Running line, 13 mins."

Hal. Donovan		. Herman Brix
Ray Conrad.		Jeanne Mariel
Stider	************	Fuzzy Knight
Kay's Father		rell MacDonald
Slug Cassidy.		iulnn Williams
Dickie:		Pickle Jones
Meggs		urles Williams
The state of the s		and the state of
m 174		Party of the St. of the

Inexpensive quickie, reminiscent of silent days on production, 'Flying Fists' is just another fight film. Several screen veterans furnish far better performances than story, direc-tion or effort behind production war-rants. For the double bill setups.

tion or effort behind production warrants. For the double bill setups.

Scripters have made Herman Brix an athletic woodchopper whose cleverness with his dukes makes his heavyweight champ. He quits the ring because his newly-found sweetheart hates ignters, only to return to disport his skill when the girl's daddy needs money. There is much ado over his upholding the faith of youngsters when a crooked match is planned, this idea bein tossed in at last moment to build the fight climax. Writer's after thought also has the champion out of fistic trim just before the big battle, though not explained, reasonably.

Her-nan Brix, originally a star athlet, looks the part. He still is light on thespian efforts, and the director in this opus doesn't help. J. Farrell MacDonald provides his usual slick hough made to mugg doo much. Fuzzy Knight is in his element as a droll fight exploiter, while Guinn Williams, cast as ring promoter, is always realistic. Dickie Jones contributes top portrayal as the kid admirer of boxes.

All are engulfed by slipshod production, feeble direction, and un-

mirer of boxers.

All are engulfed by slipshod production, feeble directio, and unskilled writing. Dialog, seldom overly bright, contains such classics as You've got to go in there and win.' You have to listen to me. Tim sorry, but—I'm afraid that's the way its, we'll find way, and You can't do this.

You can't do this.'
Recording is faulty, especially in several outdoor scenes which Includes that familiar Los Angeles park and the Hollywood canyons. Newsreel clips used in part of fight sequences are obviously such. Wear.

#### RKO Reorg.

(Continued from page 3)

Odlum, head of Atlas. Hope had been that modified plan might have been ready by Monday last; however, this didn't happen.

There are indications that the Leh There are indications that the Left-man Corp. idin't share with Atlas Corp. in the last option pickup from RCA. But whether this means that Atlas will ride the RKO thing alone, in the underwiting of the company's plan, is open.

#### Depinet Huddling West

Hollywood, March 1.

Ned Depinet, RKO v.p. charge of sales, is here to inspect his com-pany's new films and huddle with studio execs on distribution plans.

studio execs on distribution plans.

Depinet pulled one day after
Pandro Berman, production head,
had trained out for New York to
huddle on, his new contract as studio production head.

#### Academy Awards

(Continued from page 4)

technicians, and with 12,500 extras-voting either may come the winner.

#### Tracy Fave Actor

Tracy will serious consideration for his work. 'Captains Courageous,' and is generally accepted as the favorite, barring any

cepted as the favorite, barring any upset by the extra vote. March ceived top credit for his performance opposite Janet Gaynor Selznick's A Star Is Born. Other nominees are Charles Boyer for his Napoleon in Conquest, and Paul Muni for his Life of Emile Zola.

Last year's winners were Muni for Touis Pasteur' (WB) and Luise Rainer for The Great Ziegsfeld' (MG).

Doping the finish in the best performance by an actress is even more

Rainer for The Great Ziegsleid (MGC).

Doping the finish in the best performance by an actress is even more difficult. The five nominees are Barbara Stanwyck, Stella Dallas, Goldwyn; Janet Gaynor, 'A Star Is Born,' Selznick; Irene Dunne, 'The Awful Truth.' Columbia, Greta Garbo, Camille,' Metvo, and Luise Rainer, The Good Earth,' Metro, It is pretty generally conceded that the runoff will be between Stanwyck, Gaynor and Dunne.

Miss Gaynor was runner-up in the first award 10 years ago for her performance in 'Seventh Heaven,' being nosed out by Mary Pickford in 1931 with 'Cimarron,' but was topped by Marie Dressler, who received the award for 'Min and Bill.' Best bet is Stanwyck, but the extras are shouting the praises of 'The Awful Truth' and may toss them ballos for Miss Dunne.

The 10 nominations for the most outstanding film award 'In Old Chicago,' 20th-Fox; The Good Earth,' Metro: 'A Star Is Born,' Selznick-International,' Lost Horizon, 'Columbia; 'Siage Door,' RKO-Radio; 'The Awful Truth,' Columbia; 'Dead End,' Samuel Goldwyn: '100 Men and a Girl,' Universal, and 'Captains' Metro's 'Two Qualiffers Mctro, with two productions quali-

Metro's Two Qualifiers

Metro, with two productions qualified, is given a slight, edge in advance predictions, but 20th-Fox's 'In Old Chicago' has been burning the

Old Chicago' has been burning the box offices and is certain to pull a heavy poll. Eight studios, the largest number ever qualified in this division, are represented this year. Last year's winner was 'Great Ziegfeld; Metro, and the studio is trying hard to repeat this year. David O. Selznick is an early favorite, many believing performances of March and Miss Gaynor will poll enough votes to give his picture the awaid for the most outstanding performance.

awaid for the most outstanding performance.
Joseph Schildkraut, for his characterization of the martyred Dreyfus
in The Life of Emile Zola, Warners,
is considered, a likely choice for best
supporting actor award. Here again,
however, vote of the extras may upset predictions. Thomas Mitchell
will poll a heavy vote for his performance in 'Hurricane; and Ralph
Bellamy, will be given consideration'
for his work in The Awful Truth.
Both of latter are popular with bit
players and heavy support for either
from this division would put Schildkraut out of the 'running. Other
nominess are H. B. Warner, Lost
Horizon,' and Roland Young in 'Top-Horizon, and Roland Young in 'Top

per."

Andrea Leeds in Stage Door,'
Alice Brady 'In Old Chicago, and
Anne Shirley in 'Stella Dallas' are
given an even break in the division
for best performance by a supporting
actress, Any real support by the
extras should give the honor to Miss
Brady Other nominess include Brady, Other nominees include Claire Trevor, who qualified with 'Dead End,' and Dame May Whitty who appeared with Robert Mont-gonicry in 'Night Must Fall,' Nod (o Franklin? Sidney Franklin, for 'The Good

Earth is expected to get the mod for the best direction, atthough pro-ponents of William Wellman, who directed 'A Star is Born,' and Gregory LaCava, who turned our directed "A Star is Born," and Gregory LaCava, who turned but, Stage Door, are waging a campainen to give them, the home, Leo Me-Carey will draw some votes for "Ayer Louis" and William Diotor For Zola. LaCava given a good chance, since few extus have had an opportunity to see 'Good Earth. Känl Freund is said to have the inside track for camera award f. his pastels on 'Good Earth.' Other qualined the division include Gregg Toland, for 'Dead End,' and Joe 'Valentine for 'Wings Over Honolulu.' Eric Stacey probably will be

Honolulu.'

Eric 'Stacey probably will be handed the award for assistant directors for his support of William Wellman in filming 'A Star is Born'. Others in this division are Robert Webb, 'Old Chicago', Russ Saunders, 'Zola', C. C. Coleman, Jr., 'Lost Horizon', Hal Walker, 'Souls at Sea.'

Anything may hangen in the will-

zon'; Hal Walker, 'Souls, at Sea.'
Anything may happen in the writing division, John Lee Mahin, president of the Screen Playwights, Inc.,
who with Marc Connelly and Dale
Van Every, qualified with Captains
Courageous,' has notified Academy
he will not accept the award if hi
play is selected as the best. Mahin
was dissatisfied because no members
of the SP were named on the writers'
nominating committee.
Writers may toss the awards to this

nominating committee.

Writers may toss the awards to this trio as a gesture of good will toward their rivals, but many are known to favor Vina Delmar for Awfull Truth. Dorothy Parker, Alan Campbell and Robert Carson are accorded a good chance for their script on A Star is Born. Connelly, Mahin and Every also are a good bet.

also are a good bet.

Hans Kraly islexpected to draw the nod for the best original screen play, '100 Men and a Girl.'

Balance of awards is tossup, Harry Owens is slated to draw the best song, Oscar for his 'Sweet, Leilani,' introduced in Paramount's. Waikiki Wedding.' Lyle Wheeler should draw best art direction for 'A Prisoner of Zenda; with Bernard W. Burton walking off with the film clitting honors for his handling, of scissoring of '100 Men and a Girl.'

Pete Smith of Metro is tipped to walk off with top honors in the short subjects, field with Romance, of Radium,' The Man Without a Country' (NB)' in color shorts is also a top-mounter.



#### ANIMATED CARTOON FOR RELEASE

Desired by Film Company Communications Held Confidential

Box No. 23, Variety, New York



\* THE LARGEST CIRCULATION OF ANY SCREEN MAGAZINE

#### PARAMOUNT TIME Cecil B. DeMille's IN PERSON

"The Buccaneer" FREDRIC

Mitzi Green Clyde McCoy and BAND Nicholas Bros.

ROXY ALL 25° TO "Sally, Irene and Mary" On the Stage—A NEW STAGE

MUSIC HALL

HEPBURN and GRANT in "BRINGING UP BABY" Spectacular Stage Productions



"HURRICANE"

Strand 250 18M.

A SLIGHT CASE

OF MURDER

# WATTAGE TAX IMPROBABLE; BUT RADIO MAY HAVE TO PAY FOR F. C. C. UPKEEP

McNinch Favors Some Form of Station Privilege Payment-Drastic Fees Not Serious Threat-Little Action This Session

Washington, March 1.
Drive to make broadcasters fork over to the government a large slice of their was plotted without much prospect of suc-

cess,
Pair of moves to saddle a stiff tax
on radio stations will be made in on radio stations will be made in Congress in the near future in an effort to force the industry to pay the cost of policing the airlanes. First hearings ever held on a privilege tax are tentatively set after nearly a year's stalling on proposal to col-lect fees on a wattage basis.

A preliminary show-down on the matter of special imposts on broadcasters is anticipated within the next month when the House of Represenrevenue bill, revising and modifying many of the existing gouges about which all sorts of business men have

been teefing.

A flat levy gross income of broadcasters—over and above the present bites taken out of all corporation income—is due for presentation to the House during debate on the general tax measure. Rock-throwing factor. throwing faction hasn't crystallized thoughts but contemplates trying to write into the omnibus legislation a clause which would nick the radio people 5% or possibly more.

clause which would nick the radio people 5% or possibly more.

Free Time a Factor

With lawmakers constituent-minded in view of approaching elections, there seems to be little real likelihood that any anti-radio moves of this sort will draw blood during the present Congress. Too many incumbents planning to run for reelection will be panhandling free microphone time. Chance of tacking on a broad-cast tax from the House floor is unencouraging to the advocates of charging radio licenses, particularly since hearings will be held on the question later

House Ways and Means subcommittee, steered by Rep. Chester Thompson, Illinois Democrat, is calendaring a gablest on two pending proposals to levy a tax on wattage. Bills which would cost broadcasters from \$550,000 to \$10,000,000 annually are sponsored by Congressman John J. Boylan of New York, a Democrat, and Harry Sauthoff of Wisconsin, a Progressive.

MeNinch Idea

While the industry may escape

McNinch Idea
While the industry may escape
punitive burden this year, the outlook for eventual success in camlook for eventual success in campaign to make licensees pay the government's regulation bill was enhanced when Federal Communications Commission Chairman Frank R. McNinch came out for some type of fee. Without specifically advocating any formula, McNinch said he favors some sort of a reasonable tax, possibly a straight charge for permits.

They enjoy this beautiful.

permits.

They enjoy this broadcasting privilege granted by the government and if for no other reason they dight to pay some reasonable tax to support the regulatory agency. That would not be a great amount, boss regulator said. I have not worked out any basis of a tax that I would be willing to recommend at present.

How far Congress might go in plastering special taxes on the in-dustry anybody's guess. Small faction operating on the soak-therich theory thinks a stiff scale should be imposed. But the slant taken by McNinch indicates a nominal amount would receive the support of the

commish.

If the McNinch view prevails, there is little for radio to fear, except the principle. Cost of running the FCC the neighborhood of \$1,750,000 per annum, but this is not wholly attributable to broadcasters. Exact division of the amount spent to regulate telephone and telegraph industries has not been calculated.

The industry was caught by sur-

other taxes, stations and networks can counter ith legal arguments by pointing out that competitive mediums are subject to any punitive

gyp.

Question of a lax on radio gyp.

Question of a tax on radio—agitated for several years, but never taken seriously until 1936—involves many legal snarts. Whether a special type of income levy or a heavy wattage charge would be constitutional is fodder for the attorney. Likewise the matter of whether radio should pay the entire cost of administering the Communications. Act, with telephone and telegraph businesses getting off scot free. But a nominal charge for the privilege might be defended and it carefully written a law of this nature would have a 50-50 chance of getting by the Supreme Court.

The chief attention so far has been given the Boylan bill, which was written by Communications Commissioner George Henry Payne and is conditionally backed by the Internal Revenue Bureau. Applying only

nal Revenue Bureau. Applying only to commercial stations, this measure to commercial stations, this measure embodies: a juice levy ranging from \$1 per watt for transmitters under 1 kw to \$3 on plants using over 10 kw. Would mean a \$1.500,000 an-nual donation to the Treasury for super-power broadcasters and \$150, 000 for existing clear-channelites.

Stiffer scale is suggested in the Sauthoff bill, which founded on the same principle and would up the industry's bill about \$3,500,000 more hudshy's Bin about \$3,00000 into than the Boylan-Payne proposition. Wisconsin lawmaker would charge \$1 for anything under 1 kw, \$2 up to 5 kw, \$3 up to 15 kw, \$5 up to 25 kw, and \$10 over 25 kw.

#### **EDDIE CANTOR IN** ESTY CONFERENCES

Eddie Cantor went into his first huddles with Bill Esty on his new Camel show starting March 28 as soon as he hit New York. Cantor soon as he hit New York. Cantor has two weeks of personals in Cleve-land and Philadelphia for the Shriners, during his windup for Texaco. Deanna Durbin also came east with

Cantor will tee off the first few shows from New York, on his new commercial, figuring the East now fertile source for guesters.

Hollywood, March 1.
Eddie Cantor had the courts approve his seven year term contract with 12 year old singer, June Harri-

Salary starts at \$50 weekly and reaches peak at \$1,000.

#### Lehn & Fink Folds 2

Lehn & Fink folds two of its day time shows on Columbia April 1. One is Pebeco's 'Follow the Moon' and the other, Lysol's Dr. Allan Roy Dafoe-Lindsay McPhail combo.

Each will have had a run of 26 weeks.

#### Tax Committee

Washington, March 1. Washington, March a, Group which will listen to the radio industry's slant on wattage taxes or licensee fees consists of three Democrats and two Republicans, none of

and two Republicans; none of whom ever figured in attacks on broadcasting.

With Representative Chester Thompson of Illinois; the chairman, the Democrats are John. Dingell of Michigan and A. Willis Robertson of Virginia. Duo of Republicans are Daniel A. Reed of New York and Lloyd Thurston of Iowa

#### WHELAN STORES IN LINE FOR AIR SHOW

Whelan drugstore chain is in the market for a radio show. Design calls for national coverage, since outfit has stores in key cities. United Cigar is the parent company of Whelan.

outht has stores in key cities. United Cigar is the parent company of Whelan. Drug firm has nay r had a net-work nor a national campaign. Whe-lan is dealing direct with indic pro-gram 'idea' profirerers and producers, with no agency involved.

#### ASSIGN COLGATE ACCTS.

Halo and Vel Go to Benton & Bowles of Chicago

Chicago, March 1.

Benton & Bowles-Chicago agency—reached into New York and Philadelphia last week and snatched off two more Colgate accounts, being awarded the advertising for Halo Shampoo and Vel, which is a soap-

Shampoo and Vel, which is a soapsuds product.

This makes it a quartet of Colgate
accounts which the new B. & B.
agency has gotten. Both of the latter two accounts were formerly handled by the N. W. Ayer agency. B.
& B. take over these accounts as of
April I.

While tentative plans have been
arranged for both accounts by Benarranged for both accounts by Benton & Bowles, including a completeradio schedule for each product, no
schedule has yet been set for them.
Discussed for the Halo shampoo
account is a Hollywood chatter column, relying on flash news items
rather than gossip.

#### Ben Rocke's 'Band of Wk.

Ben Rocke, indie program pro-ducer, is laying out another show for Mutual web, which will be offered for co-operative sponsorship. Pro-gram will be titled 'Band of the Week,' and will be backboned by a series of single-shot guestings by

series of single-shot guestings by name orths.
Current on Mutual, under co-operative bankrolling, is another Rockeshow, George Jessel's '30 Minutes in Hollywood,' which airs each Sunday evening.

#### Connie Boswell Pacted

Connie Boswell has been put under contract by McM for the Maxwell House show until April 9.

Booking was cleared through the Hollywood office of Rockwell-O'Keefe.

# **Tydol Peeved at NBC, but Continues**

Built 6:45 Sports Show on WGY-Now Chesterfield Steps In at 6:35 with Same Type Program

cept the principle. Cost of running the FCC the neighborhood of \$1,750,000 per annum, but this is not wholly attributable to broadcasters. Exact division of the amount spent to regulate telephone and telegraph indistries has not been calculated.

The industry was caught by surprise when Congressman Thompson revealed he plans to register sentiment on the wattage levy. But it is on its toes, broadcasting can easily throw up a stout deforms Besides pointing to the sum already paid in form of Federal income, profits, and Tydol is determined to stick by the

Chesterfield's sports review will follow the five-minute news period which starts at 6:30 and emanates from New York. Hookup will take in all the NBC m & o stations east of Chicago and several affiliates which have greed to give up time. Bolley airs over WGY three nights a week and does three more need to the same accurate the same accurate which have the same accurate weekly broadcasts for the same ac-count over WFBL, Syracuse, with Schenectady the originating point. Lennen & Mitchell is the Tydol

# Defend Radio!

(Reprinted from Variety, April 14, 1937)

## Radio Needs Smart Answers

Individual reform groups existing primarily on their own fancy letter-heads or in the stuffed fronts of their own organizers and promoters need not be taken too seriously. They usually show themselves up by revealing the hollowness of their membership claims and the dubious sincerity or their recommendations. But while the professionally-organized protest may be counted upon to spend its energy, in due time this does not mean that the radio broadcasting industry can be complacent. It will be been with an increasing pressure of criticism and it will need to evolve a tech-nique of defense.

Reform elements have made the motion picture industry miserable with arbitrary limitations and rules. Pictures were vulnerable to attack through state legislation imposing box office and other taxes, setting up censor boards to harass the producers. Film biz made its peace and keeps that peace at an expense in lobbying and constant vigilance that might well frighten those who look ahead in radio to the grim possibilities.

Fortunately radio programs, all things considered, are remarkably chaste, innocuous and without anything that most people would consider a threat to morality. This halls the reformers at the start, but reformer's zeal to regulate other people is a steady flame that never goes out.

Legislation aimed at radio has bobbed up in half a dozen states. Most of the proposals are crank stuff and self-defeating by their sheer absurdity and extremity. But they point the direction of the breeze. In several instances, they have had the healthy result of stirring broadcasters to activity in their own behalf. It is well to remember that any business so much in the public eye inevitably draws the avaricious eye of the tax-hungry politicians who find cheerful allies in the grouch-ridden clements that have spleen to vent.

Schools, colleges and clubwomen constantly talk about the alleged superiority of the British system of broadcasting. This ceaseless propaganda has made converts. Make no mistake about that. It isn't that these converts are numerous enough in themselves to force any radical changes but they form the rooting section behind the pickaxe brigade that would like to lear down commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, 'Not To Be Broadcast,' by Ruth Brindze. It's a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise \$3% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspapers are crowding in. And astride the whole heap is the F. C. C., which is accused of political tinkering as well as exercising a law both forbidding and demanding censorship. In short, the F. C. C. afti censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system. Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing convership of stations and propaganda groups; and (4) abolition of the president's emergency take-over powers of radio.

Just how 'liberals' can advocate a government web, and at the same time 'check domination of the air by small groups' without being contradictory, especially after accusing the government of hocus-pocus in connection with the F. C. C.; isn't clear. It also isn't clear whether the cases of so-called censorship are all the cases available, or what part of them. In which event this type of documentation is haywire as a sample, because no indication is given as to censorship being large or small.

This is not to discredit sincere efforts at improvement. But liberals arguing against monopoly are apt to get off on the wrong foot. Radio admittedly is willy-nilly because it is highly subject to 'public feeling', which means that you can't call a guy a liar over the ether, nor can you advertise goat glands. Chains have been as sensitive to this as anybody and plenty of errors have been made, not because the boys were trying to take the public into camp, but because they got dizzy wondering where to jump. to jump.

In short, radio is pretty sensitive to pressure of any kind. And this is the best guarantee to date of no tomfoolery. Checks of various kinds more less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various screwball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the mone? In finding banker connections, it might be interesting to investigate a few of the protest

#### PETE NELSON RESIGNS

John Laemarr Succeeds Him at Blackett-Sample-Hummert

Chicago, March 1.

Pete Nelson resigned yesterday (Monday) as radio time buyer for the Blackett - Sample - Humnert agency after more than a year with the agency. His resignation slated to become effective as of April 1.

P. G. Parker, general manager of B-S-H here, has brought in John Leamarr, assistant to George McGivern, B-S-H space buyer, to handle the radio assignment. Laemarr moved into the radio office last week to start learning the ropes.

noved into the radio once last week to start learning the ropes.

Nelson, who was formerly with the Mutual web here as sales exec, has made no decision as to new connection as yet, though considering several offers which has come up.

Johnny Dillon new special-events chief at WFAS, White Plains, Form-crly with WNYC, N. Y.

#### **ELLIOTT ROOSEVELT** LIVES IN FT. WORTH

Elliott Roosevelt, Hearst Radi Inc., prcz., has taken his family back to Fort Worth. Move was described by his office as having no special significance. It was said that he will significance. It was said that he will shuttle between Texas and New York from time to time.

One of Roosevelt's youngster has suffered considerably from tonsillitis since the family came to New York in January, and the missus has been expressing preference for her southern home.

Miss Nebraska Gets Job Lincoln, March J. Ruth Jones, who won the title of Miss Nebraska of 1936, has been added to the KOIL staff as a stew-ardess.

ardess.

She's being groomed by voice teacher meanwhile and the studio eventually hopes to use her the

# A.F.M. EYES NON-AFFILIATES

# A.F.M. Transcription Talks Now On PETRILLO URGES

Ban on the use of its members for phonograph record and transcription recording has been lifted by the American Federation of Musicians indefinitely, pending the discussions on the terms of the international's licensing form between the AFM's executive board and representatives from the recorders' camp. These talks are slated to start at AFM headquarters in New York either tomorrow. (Thursday) or Friday.

representatives from the recovers camp. These tasks are stated to start at AFM headquarters in New York either tomorrow. (Thursday) or Friday.

Transcription delegation, consisting of Mark Wood, NBC v.p., Lawrence Morris, RCA Victor v.p., and David Mackay, RVA Victor see, met Joseph N. Weber, AFM prez, at the latter's home yesterday afternoon (Tuesday) for a preliminary talk, Call at Weber's home was necessary because of a strike of the building service employees in the sicyscraper occupied by the AFM which put a stop to elevator operation. Transcription element will receive first attention from the AFM board and after the latter have had a chânce to go their objections to the proposed license form the phonograph group will be called to state its differences. Indications are that the objections will be compromised by the union and that the license idea will be in effect by April 1.

Transcription and phonograph men have centered their objections in the license form on the provisions which have to do with shutting down service on broadcasting stations, hotels, cafes and other places of amusements which the Federation considers unfair to it or place any one of them in a position to make use of any such phonograph or electrical transcriptions. The recorders claim that as drawn these provisions constitute saddling them with the obligation of conducting secondary boycotts, which would be in violation of the law.

# KYSER SHOW TO SUCCEED **POWELL**

After renewing for the time on NBC red. 77 stations, coast-to-coast. Lucky Strike goes off March 23 with the 'Your Hollywood Parade' show (Dick Powell) and, instead, brings in Kay Kyser to do his Kyser Musical Klass starting March 30. Kyser has Klass starting March 30. Kyer has been on WOR-WGN, out of Chicago, and the American Tobacco Co.'s reaction to the more than 40,000 letters he pulled in the three weeks' time over this two-station hookup prompted the switch to N. Y.

Kyser has been at the Blackhawk Cate and he must now effect a contractual compromise as he's set until June 1. Kyser plans a hotel spot in N. Y., otherwise he'll do dance dates around N. Y. in between his broadcasts:

#### G. W. Hill's Interference

Hollywood, March 1.

Hollywood, March I.

Warners-Lucky Strike show which
goes off the after March 23
broadcast was a case of nobody being too happy due to the restrictions placed on the show by George
Washington Hill. Resentment was
expressed several times over Hill's
insistence, on bringing in outside
players and each week listing the
song numbers that could be used on
the program.

First intimation of a rife between

First intimation of a rift between the studio and Hill came several weeks ago when Powell let Hill know in so many words that he didn't care to be told how to sing a song. Uncertsood that Hill objected to Powell's rendition of Dinah and let go with a long teletype message to the Lord & Thomas office here after the show. Another objection by Powell was that sones were changed on day of the broad-cast which did not give him sufficient time for rchearsal.

Luckies' Hollywood Parade was First intimation of a rift between

Luckies' Hollywood Parade was produced by Tom McAvity and Cy Nathan, and directed by Paul Mun-ro, all of the Lord & Thomas staff.

(Trade opinion in New York is that after a weak start the Warner show has displayed marked in 120 there is an entertainment with several recent broadcasts highly commended).

#### Our Gang Offered

Hollywood, March 1.

Hal Roach's Our Gang is being offered for radio by William Morris office. Hollywood, March 1.

Office.

Deat would include studio facilities, writers and director of the film shorts. So far no takers.

#### **EMPLOYES' SHOW CLICKS**

NBC Blue Shindig Saturday After-noon Drew 200 Attaboy Letters

NBC cites the receipt of over 200 fan letters as proving that there must be sizable listening audimust be nust be sizable listening audi-ence on the blue (WJZ) link Satur-day afternoons. What brought the letters was an WBC Employees Show which went the network's m. & o. stations the weekend before last. Opposition of this one-timer was the Metropolitan Opera broad-cast.

The quoted 200 did not include The quoted 200 did not include the response from relatives of the participating employees. Some of the writers thought that the em-ployee show ought to be made a regular thing.

#### 'VARIETY'S' BOB LANDRY TO SPIEL FOR BBD&O

Batten, Barton, Durstine & Osborn agency is holding its semi-annual intra-organizational meeting all day today (Wednesday) at the Rotel Ambassador, N. Y. About 85 members of the various offices in session.

For the first time outside speakers For the first time outside speakers will be brought in. Two will be heard, A. C. Neilson, merchandise inventors survey-taker of Chicago, and Robert J. Landry, radio editor of VARIETY, who will again lead with his chin.

#### George Griffin on Quarter Hr. for Master Oil Burner

George Griffin, baritone, leads a list of talent scheduled to go on the air weekly for Master Craft Oil Burners. Show will go out over the MBC blue network, with the initial airing pencilled in for March 22, 7:45

Verleye Mills, harpist; Charles Paul, organist; Harry Brever, vibra-phone, and Dorothy Dreslin, soprano,

#### Philip Morris Seeking

Philip Morris eiggies is looking for a third network program. Preference is for an ideal layout and the probability is that Mutual will get

probability is the show.

Two current Morris programs, Tohnny Presents, on CBS and Russ Morgan's dance music NBC-red,

will keep going.

Biow agency, New York has been interviewing extensively for successor to writer-producer Charles Martin. Frank Reddick John Lay, director-writer team, heard last week. Jack Johnstone, author of Buck Rogers, air series, looks insiderracked for the writer assignment with a director still unpicked.

Retiring director Martin off to Hollywood today (Wed.) for Universal film job.

# OPEN MEETING'

Chicago Local Suggests to Joe Weber That Action Now Be Taken Against Non - Network Stations -Leverage Is Use of Union Music Via Mechanics

#### CLAUSE 34

Chicago, March 1.

Chicago, March L.
General open meeting for all stations not affiliated with the networks.
Is the proposal of James C. Pletrillo,
president of the Chicago Federation
of Musicians, as the means of reaching a settlement on the new recording license. setup of the American
Federation of Musicians. This proposal was made by Petrillo last week
in a letter to Joe N. Weber, president
of the AFM.

It is Petrillo's contention that these-

It is Petrillo's contention that these It is Petrillo's contention that these non-affiliale stations are most af-fected by the new AFM license on recordings since these non-network stations are primarily dependent on platterized entertainment for their transmitters.

As in the recent negotiations be-ween NBC and Petrillo over the new musicians contract, the clause which is considered the fundamental which is considered the unanterna-tiem of the license agreement is that which refers to the servicing of sta-tions which listed unfair to the American Federation of Mu-sicians, In the by-laws of the broad-casting agreement this is known as clause 34.

clause 34.

In the recording license agreement is the third clause, subdivision (a), reading as follows: That the licensee will not sell, lease or grant the use of any phonograph or electrical transcription recordings to any radio station, hotel, case or any other place of amusement which the Federation considers unfair to it or place any of them in a position to make use of any such phonograph electrical transcriptions.

At the time of the NRC negation

transcriptions.

At the time of the NBC negotiations here the network officials objected to the clause forbidding the servicing of shows to stations declared unfair, stating that it was inviolation of the Sherman anti-trust laws since it constituted a secondary boycott. Petrillo contended (and won his contention) that if the station declared unfair refused to use and hire AFM musicians directly in their own studios, then the station had no right to the use of AFM musicians indirectly from other stations on the network.

This clause is bringing about

This clause is bringing about plenty of discussion, but indications are that the AFM will not change its determination to keep recordings of AFM musicians off all stations which are declared unfair to the AFM and which therefore do not AFM members directly.

which therefore do not AFM members directly.

AFM recognizes that it faces a different problem in reaching a settlement with the non-affiliate stations, since these outlets are generally small watters with little national outlook. Since they are a heterogeneous mass, it is felt, that only through open meeting can any general plan be reached.

Musicians union expects, every station to make some use of live musicians, and if not, expects to place the stations not using live talent on the unfair, list; and thus prevent recording companies from supply those, stations with platterized entertainment. Thus, the crux of the relief AFM power ov the non-affiliate stations is seen as resting its license agreement with the source of the non-affiliate, cheertainment, the recording studies.

Likely that the meeting will be held in New York or Chicago, with AFM prexy, Jue N. Weber, and the exce board, expected to take action on the Petrillo recommendation some time this week and call the meeting for late in March.

Ihe recording studios.

Likely that the meeting will be held in New York or Chicago, with AFM prexy, Joe N. Weber, and the exce board, expected to take action on the Petrillo recommendation some time this week and call the incetting the Melodies! 15-minute nightly trip.

# Nat Abramson, WOR, Herb Rosenthal, CBS, Map Club Deal; Await Approval

#### Musicians' Humor

Dick Himber's musicians framed their temperamental maestor recently, just before one of his Lucky Strike broadcasts, by setting the clock ahead that they suddenly discovered they had but two minbers yet to run over. To top off the rib, they staged a prop argument with their leader over his temperamental outoff the rib, they staged a prop argument with their leader over his temperamental outbursts and a couple of the keymen pulled a prop walkout. Himber went for it and practically fainted off the bandstand before tipped off the clock was 12 minutes fast.

#### State Local Delivery By 'Announcer on Duty **Favors Blurb Waxings**

Chicago, March 1. Agencies have veered away from the simple mailing of spot announcements continuity to stations and leaving it up to the station to put it on as they see fit. Agencies and sponsors have found that this isnt a trustworthy system in many cases, with the result that there has been a \$200 femple of the station to put it on the station to put it on the station to put it on the station to the station to the station to the station to the station that the station to station the station to station that the station to station the station that the s sciong tendency among agencies and advertisers to record these announceadvertisers to record these announce-ments so as to make certain they will be produced correctly instead of merely being read off tonelessly and colorlessly by any station announcer, who happened to be on, duty. Frigidaire has just produced a scries of 124 announcements through the Lord & Thomas agency. Also the Ril firm has platterized a series of special announcements through the Earl Lugdin agency.

of special announcements the Earl Lugdin agency, series of special announcements through the Earl Lugdin agency, which brought in producer Les Weinrott to handle the direction on these blurbs: Both waxed at RCA Victor studios.

#### TUSSY, VICK FOLD UP IN HOLLYWOOD SOON

Hollywood, March I.
Two other Coast shows besides
Luckies also mute, this month. Lehn
& Fink's Tussy musical, with Ivan
Ditmars ensemble and Ray Hendricks, vocalist, ends 26-week
stretch March 3. Bill Goodman produced for William Esty agency.
Jeanette MacDonald washes up her
26 weeks with Vicks March 20 and
the Coast edition of Open House is
shuttered for the summer: Program

shuttered for the summer. Program is spotted in the east opposite Jack

Both are on Columbi

#### Anthony's KFI Salutes Hemmed-In Hometown

Hemmed-In Hometown

Los Angeles, March I.

Last Friday (25) more than 600
pairs of ears were glued to loud
speakers on tiny Mackinac Island in
Lake Michigan to listen to a special
salute from station. KFI. Mackinac
is virtually isolated from the rest of
the world this time of year.
Each year inhabitants await the
salute from KFI affect Mayor George
Chambers issues his official proclamation. The reason: fairle C. Anthony, favorite son of the islanders,
ving been born there, is sowner of
KFI-KECA and distributor of Packard cars for California. No automobiles are allowed on the island.

#### 'Double Everything' Off

Chicago March I

Herbert Rosenthal, mgr. of the Columbia artists bureau, and Nat Abramson, head of WOR's talent booking office, have worked out a deal whereby the latter organization will fill all inquiries made to CBS for club entertainers. Arrangement, which calls for a split on commissions, has to be approved by Lawrence Lowman, CBS v.p., and Alfred McCosker, WOR prez, both of whom are currently out of the city. Move means the complete withdrawal of Columbia from the club booking

Inquiries to Columbia will not be referred direct to the WOR Artists' Bureau but rather to the Radio Quality Service Group, the former's holding corporation, because CBS doesn't like the idea of having to tell a talent customer that it can have its needs filled by another network station. The RQSG will take the order and pass it to the WOR

# 'TUNE-OUT WIP' **CAMPAIGN BY** C. I. O.

Philadelphia, March 1. 'Tune-out campaign' against WIP was voted by the CIO here last Thursday night. More than 85,000 CIO members in this area are now in the process of receiving instructions that 'good unionists' don't listen to the Gimbel-owned station. Campaign results from the firing of Sandy Guyer, WIP gabber, allegedly for union activity.

New 'tune-out' tack follows boy-

cott of the Gimbel department store voted a month ago. Boycott and picketing of the store has never been pushed. very successful because of CIO fears of causing embarrassment to other unions working under contracts in the store.

American Communications Association, CIO unit representing all panelmen and some gabbers here, charged this week that Philly sta-tions are making systematic attempt to 'pick off one by one' advocates of organization for the announcers.

Joe Kehoe, ACA organizer, claim-

Joe Kehoe, ACA organizer, claimed that station managements have obtained possession of a letter sent out last September over the sign tures of spielers from outlets and are now in the process of firing the six. Sandy Guyer, formerly of WIP, and Allen Kennedy, late of KYW, both of whom have been recently canned, were signers of the letter.

A third inker has been getting continually reprimanded lately and is a precarious position, Kchoe maintained.

#### Willard Reported Loath To Join CBS, New York

To Join CBS, New York

A. D. desso Willard, Jr., mgr., of
WJSV, Washington, is reported to
have been offered, the job of
sistant to W. B. Lewis, CBS v. p. and
director of broadcasts. It is also understood that Willard has expressed
a reluctance to give up his Wishington joost and his home across the lin
in Alexandria, V.

Professor Quiz is groung the network program ideas that originated
at WJSV.

## BOAKE CARTER With Eric Rolfe 15 Mins, HUSKIES Daily, 6:30 p.m. WABC-CBS, New York

WABC-CBS, New York

(Benton & Bowles)

Pundit Carter pulled the subterranean pun of the weck when speaking of the sisters of King Zog of Absular are viral in the Washing of the sisters of the Washing of the sisters of the Washing of the work of the Washing of the Washing and the Washing of the Washing Huskies. If that classic absurdity in commercial advertising copy didn't sweep away, at least momentarity. Carter's prestige as a to-be-taken-seriously commentator on major events, the suspices may out the American public extremely lucky—or the American public extremely and the washing the Washing of the Marie of the Washing of the Washing the Washing of the Washing the Washing of the Washi

on major events, the austices may ount themselves extremely lucky—or the American public extremely dopey.

Otherwise it was Philoo's editorial writer writing 'em for General Foods. With a certain familiar unction and a knack for making folks believe he's giving 'em a peep behind the cuttain. He went to town on alleged military, propaganda behind the recent spy stories, and the net result of what he said and how he said it, must have been unpleasant listening to the General Staff.

Carter sounded nervous and made quite a few tongue-slips on his retaway.

Land.

BULTON K. WHEELER
With Fred Balley
Inferview
15 Mins.—Local
Sustaining
Saturday, 12 Noon,
WORL, Boston
Double entendre and the recent
Mae West brand of radio program
hast U.S. Senator Burton K. Wheeler
of Montana in an interview over this
indie station Saturday (Feb 26) on
Radio Censorship and Washington
Highlights in connection, with radio
monopoly.

Radio Censorship and Wasnington Highlights in connection, with radio monopoly.

Up from the NAB meet Fred Balley, station salesman, asked quies those who had a fear erous, and citing Russia, Germany and Italy under such conditions. He sees large super-power stations as modifing Russia, Germany and Italy under such conditions. He sees large super-power stations as modifing public opinion, a damerous aspect. Ether belongs to the people of the country and should stay that way. Super-power stations are a growing menace.

Massachusetts is asking for a State Radio Commission. Wheeler said that he doesn't like them. Besides, He believes that radio should keep out of politics and expressing its own views, such as repent campaigns of John Shepard, III. Station should give pro and con of parties under question, but station should keep its own mouth shut, Senator declared.

Norm.

# NEC NIGHT CLUB With Ransom Sherman, Clark Den-nis, Three Romeos, Bill Thompson, Betty Bennett, Harry Kogen Orch. Music, Songs, Comedy

Music, Songs, Comedy
30 Mins.
30 Mins.
31 Mins.
Wiz-NBC, New York.
Just a little something to plug a
hole in the NBC Blue network lineup
Thursday nights; no occasion for excitement. Variety show originating
in Chicago is pretty ordinary, by any
at this time of night, after the kilocycles have for some hours throbbed
with top-budget commercials. But
no point in kicking the scrub team
unally.

The state of the state of the state
one-big-happy-family style and (maybe intentionally) faltering delivery.
On show cought (24) he oftered one
song, 'As Time Goes By. Recitation
forepart of the number was sosong in the state of the state
Three Romeos turned in a single
job of harmony vocalizing, with a
comedy touch—about average. Clark
Dennist, high tenor, pushed the personality stuff on 'Sweet As a Song'
the Dennett Leve W do
In'-both fair enough. Bill Thompson contributed a character comedy
portrait of a long-winded old-fashioned Irish vaudevillian that waslong-winded and old-fashioned.

Harry Kogen's band was acceptable for the backgrounding and foropen and close bis. Hobe.

BOB MARTINEAU

15 Mins.—Lacal

#### BOB MARTINEAU 15 Mins.—Local WHALEN JEWELRY CO.

WHALEN JEWELRY CO.

Daily, 12. Noon
WITH, Hartford
Daily 15-minute vox pop follows
usual pattern of questions and answers with asides thrown in for humor. Questions used are those sent
in by listeners and are mainly concerned with contemborary politics,
showing public interest in those matters.

iowing public interest. irs. Laureat (Bob) Martineau conducts Ryings in quite a

Laureat (Bob) Martineau conducts the interviews. Brings in quite a few plugs for the Whalen outfit. Each person who gabs receives a pass to a show, sometimes to a grunt and groan affair.

Oftentimes a person, who doesn't know what he is kning abut-but know what he to impress the folks back in East Granby or Wethersfield aticks his neck out and makes a sap of himself instead.

#### TALENT MILLS

#### No. 5-WCAU, Philly

Ever since 1922, when Wilson Durham directed activities from packing-box desk in a loft over his father's radio parts shop, WCAU's been picking em up and watching em waft

Through it all, four principal were providing namesto-be. They were Philly's famed Curtis Institute of Music, the Horn & Hardart Kiddy Hour famed Curtis Institute of Music, the Horn & Hardart Kiddy Hour (possibly first of kind in country), a weekly open hour on which anybody who wanted to try one of these new-fangled microphone things was well-come, and the nite spots. Curtis provided ifrom its student list. Conrad Thibault, Helen Jepson, Rose Bampton, Natalie Bodanya and Eugene Lowenthal, now conductor of CBS Choir.

Kiddy Hour sent up George Braicestone, now in Hollywood, Nicholas Brothers, Tony Dwyer, and Ezra Stone, George Abott's handyman.

Best-known of the nitery product is Arthur Tracy, who emced at the Club Lido when you knocked twice and whispered, 'Charley sent me.' Going down a list culled from the open hour' and just plain auditionees, there are such names as Lyn Murray, of Bill and

ing down a list culled from the open hour and just plain auditioness, there are such names as Lyn Murray, of Bill and Ginger, Three Keys, Showmen, Agnes Davis, Jan Savitt, Ruth-Carhart, Shirley Howard, Eddie Garr, Al Bernie, Vincent-Travers, Guy Renney, and Alexander, Kelberine.

Daniel Boone for most of this talent was Stan Lee Broza, program director since 1923. Like other scouts, however, Broza has one select list about which he just doesn't talk. Included on it is Paul Douglas, Chesterfield's smooth gabber, whom Broza canned, with those famous last words: You'll never make an anniouncer.' Also on the select list is Jean Sargeant; who was Jean Scull then, and whom Broza just couldn't see. Too, there's Ed Roeker, now coast-to-coasting with Pick and Pat, and Irving Graham, cleffer of the score for Elsa Maxwell's new Broadway onslaught, Who's Who'. Carol Weymann, and, yes, Arthur Tracy.

Of WcAu's most touted progeny, Boake Carter, WFEN can say, 'He first did English character bits for us.'

#### JEWEL COWBOYS Singing 30 Mins. Sustaining

So with State of the Weekly Sustaining to Base of the Weekly Sustainer to CBS, and in doing so fills of the weekly sustainer to CBS, and in so fill sustained the weekly sustainer to CBS, and in the weekly sustained to CBS, and in the weekly sustained the weekly susta

tang. Their prairie plants standard. Instrumentalizing is all good, commendable local production to to the web.

## ROSALIND RUSSELL Guest with Don Ameche, Edgar Guest with Don Ar Bergen CHASE & SANBORN Sunday, 8 p.m. WEAF, New York

Wheaf, New York

(J. Walter Thompson)

Tholiday' stage play and film served to emphasize new distinction for Rosalind Russell in her brief stint Sunday (27). Taking the role of Linda, four between her love for Linda, for the bear her love for Linda, for the stint Sunday (27). Taking the role of Linda, for the bear her love for Linda, for the latter as her, siter's fiance, Miss Russell range the buzzer loudly.

Miss Russell got across plenty of personality. Also nad a brief to-do with Charlie McCarthv but the disparity between the two was very much in evidence, particularly because the dummy's dialog wasn't up to the usual par.

# HELEN HARDIN 'Everyday Words' 5 Mins. Sustaining M-to-F; 8 a.m. WGN, Chicago

WGN, Chicago

Not likely that this one has many listeners, because if is unlikely that the early morning folk with take any time to lend an ear to this gal spieling about the use of words. Dull pelayer that word appeal to kids nen or women. It might strike the ducators as nity material, but no one else is going to coo over it.

Strictly a listener-chaser: Gold.

#### LUM and ABNER POSTUM Daily, 6:45 p.m. WABC-CBS, New York

15 Mins.
POSTUM Baily, 645 p.m.
WABC-CBS, New York

(Young & Rubicam)
A squit on the Boake Carter program just ahead reminds listeners to siay tuned in for Lum and Abner, cmployed by another brand in the General Poods line. Both or prior sponsorship. Carter program mentioned Phileo by name. Postum did not so identify Horlicks, a rival beverage, but the acknowledgment of prior popularity was generous enough under circumstances.

Rural character onened back in Pine Ridge, Ark., their mythical hometown. But the first the fi

# DICK WHITING MEMORIAL With Paul Leash's band, Eddle Me-Grath, the Smoothies, Victor Lin-foot, George Stark and Buddy

Grath, the Smoothes, foot, George Stark Fields.
Music, Songs, Interview 30 Mins.—Local Wednesday, 2 p.m.
WWJ, Detroit

Wednesday, 2 p.m.

WWJ, Detroit

With death of songwriter Dick
Whiting, who got his start in Detroit
years ago, WWJ worked up a neat
ether salute in his honor.

Half-hour show included all Whiting's pop tunes, opening and closing
with his Till We Meet Again. There
were songs warbled by Eddie McGrath, tenor who helped Whiting
ness by Senothless, station's
femme trio.

Buddy Fields reviewed highlights
of Whiting's career as gleaned from
their intimate friendship, while Paul
Leash's band turned out more
famous Whiting tunes, as well as one
of his last numbers, I'm Like a Fish
Out of Water. Victor Lintoot handled the m.c. end.

# JOE E. BROWN With Eddie Cantor Guest 30 mins. Wednesday, 8:30 p.m. WABC, New York

(Buchanan)

(Buchanan)

Joe E. Brown ambled up to the mike Wednesday (23), emitted a multi-dimensional larrup from that yawning cavity which created a mildiduror among the Brown fans, but that was all there was to it. After his identifying yawn, Brown engled cannon was been with Edward and the cannon was been with the studio audience probably getting the only laughs when Brown occasionally opened his mouth. His radio stint suggested that he must be seen to be appreciated.
Cantor and Brown then did a burlesque scene from Multiny on the Bounty, which went better.

Bounty, which went better.

NATHAN FLEISHER
Yiddish Commentator
15 Mins.—unementator
15 Wabas, Philly
Nathan Fleisher's program was
started as and continues to be an experiment by mail-ordery and its
local agency, Lavenson Bureau, to
snare Jewish trade. First and only
show of its type ever heard in Philly.
Lingual spicler's aggressive comment has built up large audience not
only among older, less-Americanized
members of the race, but among
younger. Jews who understand but
nerest ind the lampase. Added
members of the race, but among
younger. Jews who understand but
nerest ind the lampase. Added
not recovered the world in the law of the course
all over the world in the spiritual, not
religious, angle.
Voice pleasing and command of

religious, angle.
Voice pleasing and command of language broad and basic. Herb.

#### Follow Up Comment

Cliff Lewis, head of Paramount's studio advertising department, discussed on a 'Hollywood in Person' guest date, various angles of promoting and exploiting pictures which are usually reserved for consideration within the trade and its papers. From the industry's viewpoint, Lewis' most significant statement wes. We may think we are great shakes out here, but 80% of the business done on pictures is east of the control of the

Coast.
Listeners probably found some-what interesting the speaker's story of how specific films like 'The Bar-rier' and 'The Buccaneer' were ex-ploited,

Pal and The Succasion were experienced and The Succasion The Mollywood commentator who meris a sponsor. She hits the east 11.15 on WIZ-NBC, for 15 minutes, and dispenses her stuff in a chatty, casual and engaging manner. She has guesters. Past Friday, when caught, Fred MacMurray was the particular satellite. MacMurray parred his hostess style with an equally fetching and casually engaging crossfire which—being a cuffor—means that it couldn't must be mostly of the mostly dispensed to a skillful script job.

That's probably Mrs. Shallert's contribution, besides her own expert style. She's the wife of Edwin Shallert, the L. A. Times', film crick—perhaps the best out there. The crosstalk r. e volv ed considerably about MacMurray and Claude Bin-you (nee Bang on Vanisty) being the state of the

Paul Wing's recent NBC Spelling Bee between five members of Gene Kardos' Rosseland Band and the same number of hostesses at that terp, spot was good Broadway publicity, if not an unusual demonstration of spelling ability on contestants' part. Mac Orenback, guitarist, won first prize of \$25, downing Marjorie Martin on a rather easy word.

easy word.

Edwin C. Hill selected a topic wellsuited to his style of commenting
for the leadoff spot on his Lucky
Strike program last Wednesday (23)
over CBS. Date was the 50th anniversary of the beginning of golf in
America and Hill took nearly half
his 15-minute stint to tell the story.
It was engrossing yarn offering the
spieler ample opportunity for his
characteristic word-painting. Windupabout the English cabinet crisis was
only so-so. As he has shown a
tendency to do in the past, Hill was
overboard on sentimental thinking
and colorful scripting instead of
hard-headed analysis of the involved
question at hand. Commercials again
defined the strip of the color of the color
his time it was Dick Ploul who
taxed the listeners' credulity.

Gene Lesser, candid cameraman as

This time it was Dick Powell who taxed the listeners' credulity.

Gene Lester, candid cameraman, as a guester on Rush Hughes' atternoon program over NHC for Borden's, gave closeups of Jack Benny, Fred-Allen, Robert Taylor, Spencer Tracy, and the control of the

Paul Martin's smooth dansapation out of San Francisco on a nitional NBC hookup well worth broadcasting to the entire nation. Martin has a unioue orchestral setup and a style that's different. It should command attention of big leasure calibrate. The 3 'Cheers are the vocal combo—Hale. Gary and Hanna, and very good.

good.

Phil Baker's scripters doing well by the Good Gulf funster these nast few Sundays. His Charlie Chan wisecracks are consistent, and the

GREATER NEW YORK FUND Fritz Reiner, Walter Damrosch, and Anparo Iturbi, Lowell The 90 Mins.

Thursday, 9 p.m. Most New York Stations

While glad to have contributed their bit to the public service requirements of the Federal Radio Act, New York broadcasters are wondering whether the shrewd tactical stroke of the promotional folk behind the Greater New York Fund, Inc., in sequestering an hour and a half of local radio's most popular night is the forerunner to frequent like requests. If New Yorkers last Thursday night (24) wanted to hear the MGM show. Bing Crosby, Major Bowes or any of their other weekly favorites they had no alternative but to fiddle around the dial in quest of the show on some distant station and a possible flock of static.

For an event of its type the

the dial in quest of the show on some distant station and a possible flock of static.

For an event of its type the GNNF broadcast was well handled, Sandwiching the speeches were performances by the NBC Symphony or chestra, with Fritz Reiner and Walter Damrosch alternating on the podium, and Jose and Anparo Rurbip performing as a plano duct. The Center theatre, one of the John D. served as the scene for this motive called by the social-conscious sect among big business to launch its recluded community chest idea. The speakers were Rockefeller himself, James G. Blaine, banker and chairman of the fund, former Justice Joseph M. Proskauer and Ex-Gov. Alfred E. Smith, while Mayor Fiorel LaGuardia and Lowell Thomas functioned as mac's. The campaign, corporations, businesses and their votaries, while New York's former governor assalled demagogues, and assured his listeners that corporations are not as cold and hardhearted as certain quarters would have them believe.

prolongation of the pattern is worth-while so long as the material holds up that way. The quaint Oriental proverb motif, coupled with 1938 argot, is well attuned to the Baker-Beetle-Bottle routine.

George Jessel's pseudo-explanation to Judy Starr what an oldtime vaudeville show was like shaped up as a better idea on paper than in its execution. Smith and Dale's Hungarian Rhapsody sketch was the comedy piece de resistance and ames such as Sam Harris. Max Gordon, Bob Milford and Lou Sidney were adilibed for the locals.

In between the strenuous dialecti hokum had its in and out moments. Jessel worked valiantly throughout in the comedy animal opener, the Bert Swor routine, as one of the quartet with the concluding parody harmony to the Avon Comedy routine, and for the final reprised 'My Mother's Eyes.'

It did demonstrate what oldtime

Mother's Eyes.

It did demonstrate what oldtime vaudeville was like, but unfortunately for the sentimentalists they will have to admit that the sample didn't particularly flatter the original. Viewed today, in the abstract—handicapped, of course, through only the aural appeal—it may prove anew just what was the matter with the old vaudeville pattern. For truth to tell, under its more modern microphonic adaptations, the recent paraphrases have been much more palatable.

Robert Ripley's program last Saturday (26) dramatized two incidents both basically similar and both hard to cedit. In one, Ripley passed the very similar and both hard to cedit. In one, Ripley passed the service of the missing wife found a feneration later frozen in ice Ripley's allbi, the 'or not' part of his title, is perfect, of course, but better authentication, more details and dates would certainly strengthen the show, as their absence creates doubts. If the Canadian bride was sufficiently not mention where and when? Why not mention where and when? One making picture, but happened to be making nicture, such the year, and more details as to the circumstances? Incidentally, that one about the

and more details as to the circumstances?

Incidentally, that one about the bride being suffocated is a dramatic wallop. But as a parlor legend it been atound for decades. Was told in New England at least 25 years ago but without calling the unhappy bridegroom a French baron. Hardest to swallow was the anticlimax. When 32 years later the baron, an old man found the skeleton of his missing bride in a chest, the least steps. Incessary to settlement offer estate (why not officially dead for the state of the st

behind his believe it or not. It's too much.
Ripley is a good showman and he puts on a good show. But the essence of his appeal is believability. And these two stories as handled, asked more credence than adults in general can summon on anyone's mere say-so.

# ADMEN IN COLLEGE RADIO

# Voice Duplication, Common on Chicago PROFS GET CASH Script Shows, Now Being Eliminated

Chicago, March 1.

Chicago, March I.

Duplication of talent which allocated most of the voices on programs to a small handful of performers is being broken down in Chicago. In this town, where many daytime script shows are produced for national consumption, many producers had fallen into the easy habit of using the same voices over and over again for all shows, with the result that programs had a sameness of voices, tone qualities and tonsil expression.

expression.

This sameness became so flagrant that squawks came in from the listeners, the stations, the sponsors and finally the agencies, in the order named. This has led to a new endeavor on the part of producers here to seek out new talent, and to try to get some freshness into their programs.

os sees out new tacht, and to their programs.

Producers locally have from time to time recognized the tendency to duplicate the same talent on show after show but hesitated to try new voices, especially when dealing with sgenices and advertisers not familiar with the business. They felt that if they used a standard name they could overcome any objection on the part of the agency or advertiser by pointing out that the particular performer objected to was also on suchand-such and the so-and-so program, and therefore, must be good. It was a case of follow-the-leader, with producer B using Maggie Zich just because producer A used her.

Mass Audition

Mass Audition

To handle the auditioning of new people there is under discussion here To handle the auditioning of new people there is under discussion here the possibility of one general audition weekly for all producers, instead of having the producers individually listening to the entire list. This is figured as waste effort, with many hopeless voices getting auditions from producer after producer, where a general audition for all production men in Chicago would eliminate, the chaff from the wheat in one sweep. If the general audition plan should go through, it will likely be held on Saturday forenoon which is generally free of commercial script shows, this permitting the attendance of the great majority of producers.

#### **American Stove Sponsors** Hollywood Food Secrets; Waxed by Fan Mag Ed

B.B.D. & O. is placing the third of a series of transcribed quarter-hour shows within the space of a few weeks. Latest account that it has put into spot broadcasting is the American Stove Co. It's a Hollywood gossip, idea, dealing mainly with the stars' food secrets'. Delight Evans, editor of Screenland Magazine, will do the tipping off.

editor of Screenland Magazine, willdo the tipping off.
Chatter platters have already been
booked with WSB, Atlanta; WTAM,
Cleveland; KFI, Los Angeles; WCAU,
Philadelphia; KDKA, Pittsburgh;
KOIN, Portland, Ore; KMOX, St.
Louis; KGO; San Francisco, and
KOMO, Seattle, Starting date is
March 17.

Other two waxed program ideas recently developed by B.B.D. & O. are 'The Heart of Julia Blake' (Armstrong Cork), and 'School for Wives'

#### SCRIBNER'S, ESQUIRE STORIES VIA WPA

Scribner's and Esquire magazines have given permission to the WPA radio project to dramatize stories which have appeared in the pages of the mags. Publications, in giving the O.K. gratis, expect only the plug on the ozone. Editors contact the authors involved and clear them also if possible.

Program will be labeled 'Their Greatest Stories' and starts over WOR and Mutual Sunday (6). Will ride weekly, 8-8:30 p.m.

#### Polite

WOR special-evented a mike visit to the old folks home on Welfare Island, New York. Orch, composed of residents, played between spiels by the WOR gaing. Island musikers were unfamiliar with broadcasting and kept picking up and handing back the continuity sheets which the visitors let flutter to the floor when the lines had been read.

# **Brewers Co-op CBS Show Has** Himber, Holtz

A split network commercial, akin to the George Jessel program, starts on CBS March 7, with the Brewers' Cooperative Radio Ass'n underwiting. Each key city will plug a dif-ferent local brand. In New York it will be Trommer's, In all a dozen different beers will be plugged over the 36-56 network hookup. In Philadelphia and Cleveland, the Glass delphia and Cleveland, the Glass Container Assn. will sponsor. Six outlets are as yet unsponsored. The CBS link starts with 36 stations, then when time is cleared goes to 44 links two weeks later, and finally to 56 stations, when more time is cleared. The beer that services New England will embrace the most outlets, about five in all. five in all.

ave in all.

Show is headed by Dick Himber's orchestra, Lou Holtz, Kay Thompson and Ted Husing; 30 minutes in length, Agnes Moorehead, and a trained seal, 'Cecelia,' rose also on the show. The seal will stooge for Holtz, whose material will be by Billy K. Wells, Husing will review the week in sports. U. S. Advertising the agency.

agency.

The 8-8:30 p.m. groove will come on the heels of the new Eddie Cantor-Camel show, although that doesn't start until March 28.

#### Hollywood Air Maybes

Hollywood, March 1.

Hollywood, March 1.

Maybes of the fall include radio programs, now laid out on paper, with the following talent combinations:

Deanna Durbin supported by Leo Stokowski a la '100 Men and a Girl' Dick Powell and Joe E. Brown.

Groucho and Chico Marx.

Bill Bacher is connected with all of these proposals as prospective producer.

#### Crosley Name Off Air

Cincinnati, March 1.

Cincinnati, March I.

Dropping of the Crosley Radio

Corp. tag from station identities in

time breaks and program presenta
tion announcements is a new rule on

WLW and WSAI, effective since Fri
day (25)

University of Chicago Embarking on Radio Department Expansion-Influence of Benton Seen

#### AGGRESSIVE

Chicago, March f.

New deal in radio policies has
been created for the University of
Chicago by prexy Robert Maynard
Hutchins, who several years ago
gave the university its new deal in educational formulas by junking the old system of grades, class-work, ad-vancement, etc. Clearly seen, in the new setup, aside from Hutchirs' role, is the hand of William Benton,

role, is the hand of William Benton, ex-chief of Benton & Bowles ad agency, and now vice-president at Chicago University.

While the new ether creation as yet lacks clear definition, it promises to have its main direction in puting advertising-like technique and non, into the programs. Hutching ung advertising-like technique and pep into the programs. Hutchins and his educational stamping ground have long contended that the radio policies of the educational world in general, are too feeble and antiquated to be of any use. Consequently within the past few days the following moves have been made:

1. Charles (Chink) Newton

made:

1. Charles (Chuck) Newton, formerly group copy chief of the J. Stirling Getchell advertising agency in New York, has been appointed director of radio for the university at a salary reputedly setting a new high for such a non-comparatel past

commercial post.

2. Nancy Jane Kennedy (Mrs. Chuck Newton) has been named as promotion director for radio. She halls from the promotion department

hails from the promotion department of Time. magazine.

3. Profs currently spilling their views of the University Roundtable network sustainer from Chi University are being paid for their verbal efforts at the rate of \$50 apiece program. This innovation is revolutionary in educational circles.

#### Barren Field

revolutionary in educational circles. Barren Field

Newton has lately been surveying the radio policies of the educators, and like Hutchins and Benton, has arrived at the conclusion that the field is practically barren of ideas worth copying. Whole new setup will be talked over and put into operation. Chicago, unlike several other universities, has no radio station of its own but depends on time allotted by the commercial fraternity in Chicago. The university belongs to the University Broadcasting Council which, in a pool, has handled the radio end of the major universities in the Windy City, but with the new setup on tap, it begins to look as though Chicago may pull out of the pool and launch its own course single-handedly.

Charles Newton is turning in his resignation as Getchell group copychief and exits on Saturday (5). With Mrs. Newton he will embark on that date for a short vacation in Bermuda, following which the Chicago tenure begins.

Newton, before joining the Getchell setup, was radio director for H.

W. Kastor & Sons Co.

tion announcements is a new rule on WLW and WSAI, effective since Friday (25).

Only air, labels now used with the call letters are the 'nation's station' for the super watter and 'Cincinnation' for the super watter and 'Cincinnation' for WSAI.

Jeanne Craig Joins Blair

Mrs. Jeanne Craig, widow of Norman Craig, pioneer among station runs; Earne Craig, pioneer and 'Cincinnation' considerable pre-meeting controversy. There were runners that the session if a Communist would halt the session if a Communist would halt the session if a Communist proposed and the superior of the communist proposed and the superior community pr

# Oregon Supreme Court Rules Against FOR BROADCASTS Witness Who Sued Over Radio at Trial

#### Titled Cuffo

W.k. vocal teacher, unable to obtain tickets to any of the Tosobtain tickets to any of the Tos-canini broadcasts, addressed personal letter to David Sarnorf, chairman of the NBC board, signing her married name, which carries an Italian title. Requests from nobility are evi-dently musts, as two tickets ar-rived by special delivery in the return mail, with the personal compliments of Sarnoff. Woman is 100% American.

# Labor Program For Fireside On 55 Stations

Washington, March 1.

Internecine war between labor unions may be carried direct to radio listeners via a new program inaugurated over WOL Saturday

inaugurated over woll saturary (20).

Year-long contract for 15-minute weekly chats on labor news developments of the week debuted from WOL and piped to WEVD under sponsorship of the American Federation of Labor. Re-enactment of happenings of interest to the wage-earners from the sent of government was: supplemented for the opening by a 15-minute series of talks by labor bosses and friends, with 100 prominent guests witnessing the spiels. Principal speaker was Frank Morrison, veteran secretary of the Federation.

Program tentatively booked on 55 stations, via transcriptions.

#### SANKA RENEWS FOR 6 WKS., THEN SKIPS

Sanka Coffee has renewed for 'We Sanka Coffee has renewed for We the People (CBS) through Young & Rubicam for another six weeks. Extension will keep the Thursday evening show going until May 12, which will have given the show 32 weeks for the current series.

ning show going until May 12, when will have given the show 32 weeks for the current season.

Program will stay on the shelf until early in September, when it again will be spotted on Columbia under the Sanka banner. This starting date will be five weeks earlier than the one which prevailed for the current run. current run.

numbering 850 persons, many of them Legionnaires.
Samuel A. Abbott, Communist organizer for Eric County, presented his party's point of view a 15-minute talk and was followed by Prof. John T. Horton, of the University of Buffalo department of history and government who argued tory and government, who argued democracy's side.

democracy's side.

Town Mecting has been on WBEN since December and is patterned after the America's Town Mecting on NBC. Only an hour was provided for the broadcast, but the question and answer period became so heated if was extended long after the air time was exhausted. It was during the post-broadcast discussion that one of the Communist sympathizers was asked to leave.

Some member, of the committee.

Supreme Court of Oregon has ruled against a suit for damages, on the grounds of conspiracy to defame brought against KFJI, Klamath Falls, Ore. by a woman who was a witness for the state in murder case. Station had open mike in the courtroom for remote pickups of the trial

the trial.

Defendant in the suit along with KFJI was Circuit Judge Edward V. Ashurst, who sat on the bench during the case and who ok d the presence of the open mike.

Woman based her claim because part of her testimony revealed she had used narcotics under medicate when ill years ago. Supreme Court ruling made a point that mike presence was the same newspaper representation and had same right to present to the public what occurred at a public trial.

American Bar Association has been spasmodically sounding off against radio pickups of criminal courtroom trials. Association periodically scores brash tactics of some types of newspapers, also.

#### Actors' Union Dickerings Continue; NBC-CBS Merge On Employers' Cause

Negotiations between the American Federation of Radio Artists and the networks and advertising agencies are reported making steady progress toward agreements, Huddles with the networks have reached the stage of discussion of terms and prices. AFRA submitted its proposals in writing and, after some study, NBC and CBS spokesmen offered a set of proposals. They were turned down and the matter will now proceed with further discussions.

After receiving the AFRA, pro-

After receiving the AFRA pro-posals, the agencies sought a couple of weeks delay to make a survey of the situation and query their mem-bers. Expected the two groups will

the situation and query their members. Expected the two groups will meet again this week. Although no agreement is yet in sight, the relations between the two groups are said to have hear meaned friendly and some progress is definitely stated to have been made.

Negotiations committees representing NBC and CBS are now meeting jointly with the AFRA reps. Explained that since identical terms will be reached in agreements with both and that since the two networks' officials would obviously confer on the matter, it was thought simpler and quicker to meet in unison. There is no set schedule for the huddles. Either side calls one when it has considered a proposition from the other and is ready to resport.

#### CARTER IN NEW YORK **UNDER AUSPICES' EYE**

Philadelphia, March J. Boake Carter, who switched to General Foods sponsorship last night (Monday) is doing his first two weeks of, airing right under the noses of, GF, agency, and CBS exces in New York to prevent repetition of impleasant incidents with labor recently. GF, slightly liftery about Carter sponsorship answay, with recently of Co. to lift-the threat of a boyent against them on Carter's account. Philadelphia, March 1.

Count.
Cutter will resume his airings
from studio in his home in suburban
Philip after first couple weeks.

#### Tom Mix Ghost Fades

Tom Mix Straight-Shooters, five-a-weeker kid-appeal thriller, fades of its spread of 22 NBC-blue stations with the March 25 broadcast, Ralston tecreally sponsors. Gard-ner agency handles the account.

# Radio Publicity Still Shut Out Of Most Dailies; Columns Only Chance

Western Newspaper Union which goes to 1,000 newspapers. Another is Maurice Merryfield, who does radio features from Cleveland for the Central Press, Norman Siegel, radio editor of the Cleveland Press, releases through NEA and is used by about 80 papers.

New York newspapers are very wary of handling anything dealing with radio publicity. The Daily News will run a feature occasionally on a 'ac to personality sains direct mention of radio. Daily Mirror runs nothing on radio outside of its radio

Radio publicity continues to be large to place in most newspapers which are still feuding with the ether. There are, however, several newspaper columnists who write ether chatter exclusively, but most of them use diversified material some of which touches on radio.

Associated Pres has Charles Butterfield writing one such column. Dinty Doyle of the N. Y. Journal-American, Post, News and Aamerican is syndicated on Sunday to the Hearst chain. Jack Scher, N. Y. dradic columnist for the Detroit Press Sunday supplement, does a Screen and Radio Weekly, for the Perssi Sunday supplement, does a Screen and Radio Weekly, for the Detroit paper, which goes as a supplement to 27 papers. Virginia Vale does a screen and radio column for Western, Newspaper Union which goes to 1,000 newspapers. Another is

news story

As a class, show business press the program started. (It was fate lationship to their radio brethern. Since a network press release (George Doughsnapper, leading man of Babe Distress' serial, saves door-knobs as a hobby). was held up as the ideal of radio press work, show business pa.'s have scorned radio pa.'s professionally.

But the radio press agent gets that Chicago Feb. 22.

#### Pays the Rent

Station in Missouri last week carried the following schedule of a.m. programs:

9:45-10: Dr. Caldwell's Syrup

f Pepsin.
10-10:15: Kruschin Salls.
10-10:15: No. Sustaining.
10: 30-10: 45: Feen-a-mint.
10: 45-11: Sustaining.
11-11:15: Calif. Syrup of Figs.
11: 15-11: 30: Rapid Service,

way because he has to be so careful.
How would it look to say the producer of 'Babe in Distress' hadn't learned to use a stop-watch until he was 39, and isn't sure of himself even now?
Or that the owner of the station (the man who listens to a program, says he enjoys it, but that it's above the level of the radio audience), brags about never having gone to

brags about never having gone to high school or read a book. Or that the ingenue hadn't

or that the Ingenue haunt dreamed of becoming an actress until she met, the sponsor a week before the program started. (It was fate. She was standing, waiting for ebuss, and there he was...driving slowly along.)

After all there is something

#### **BULL DURHAM ON AIR**

Roll-Your-Own Trying Transcrip-tions in Southwest Area Only

Bull Durham, roll-your-own prod-Bull Durham, roll-your-own product of the American Tobacco Co, moves into air advertising for the first time with a wax campaign which will shortly be unleashed. Louise Massey and the Westeners, standard vaude and zoone act, will be the talent. Transcribing begins Monday (7).

Recordings will be spotted thrice weekly, night-time, for 13 weeks. Campaign will be confined to stations in the southwest area only. Lord & Thomas is the agency.

#### ARTISTS BUREAU FOR ITALIAN ACTS

Pair of jointly operated part-time N.Y. indies WOV and WBIL have set up an artist bureau. Syd Leipzig has

up an artist bureau. Syd Leipzig has been put in charge.
Object of bureau is primarily to book performers on stations for club and nitery dates. Predominate programs on station are in Italian. Hyla Kiczales, who manages the broadcasters, thinks there's a profitable field for 10%ing talent which has established itself over the air in the Italian-tongue at affairs and in places where the language is spoken.

#### RALPH ATLASS DENIES **RUMORS OF EXPANSION**

Chicago, March 1.

Chicago, March 1.

Ralph Atlass was the center of numerous reports and rumors last week, all of which he emphatically and explicitly denies.

There was talk that he was contemplating the formation of a small network branching out of his WIND outlet to pick up the night time remote control orchestra music, particularly that of the Aragon-Trianonhour. Atlass denies any such plan.

Rumor-makers also whispered that Atlass has a deal cooking to take over WWAE and WHIP, either individually or both together. Atlass laughs this off, also, stating he isn't interested in the acquisition of any station at this time, and he's satisfied to go along operating his WIND and WJJD outlets.

#### Joe Quillen, Izzy Ellinson Quickie Script Trip East

Quickle Script. 1719 East. Joe Quillen and Izzy Ellinson, writers for the Walter O'Keefe show for Packard, are due in New York from the Coast this Saturday (5) to script the comedian's guest shot stint on the Sealtest show the following night (Sunday). Return to Hollywood immediately afterward. Deal set by Irving Lazar.

#### Gish Girls Together

Dorothy and Lillian Gish make their first joint radio appearance as a team on the Kate Smith (General Foods) program tomorrow (Thurs-day) over CBS. Sisters will do a skit. They haven't

been in a show together since they filmed 'Orphans of the Storm' for D. W. Griffith nearly 20 years ago.
Set by Sammy Weisbord of Wm. Morris.

#### Coca-Cola Changing

Coco-Cola program, is due for a revamping. Frank Crumit will prob-ably be followed by another m.c. Ed East of East and Dumke under con-sideration: Show renewal for four weeks to April 1. weeks to April 1.
D'Arcy agency

arcy agency wants a different nality for contrast purposes.

#### Re-Broadcast in Spades

Columbus, March 1.

Columbus, March 1.

Coon Creek Girls, 'hilbilly program on WB/RS, is really a re-broadcast of a re-broadcast.

Originates in studios of WCKY.
Cincinnati, and is picked up and rebroadcast by WHIO, Daybon, WBNS,
in turn, picks up WHIO airing and
rebroadcasts here.

Appliances, Inc., is sponsor.

Grady Cole, WBT, Charlotte, N. C., commentator, in hospital where he took double cut appendix and tonsil.

# **Self-Sponsored** W. Lee O'Daniel **Unique Figure**

By LEWIS HUDSON

By LEWIS HUDSON
Fort Worth, March 1.
One of the most unique characters in radio broadcasting is W. Lee
O'Daniel, a flour manufacturer and radio sponsor who turned hillbilly, or vice versa. He's ranch-born, city silcker-educated, president of the Fort. Worth Chamber of Commerce, a composer of hillbilly chants and, as entertainer and business man, they clock him in these parls working a 20-hour day.
A much-known little-known man, his Hilbilly Flour Co. is a thriving concern helped to success by his worn radio entertaining since way back when George Cranston, manger of WBAP, here, would rush in and cry 'keep on playing another half hour, boys, or we'll go off the air.'

Leon. 'The Texas Songhird' in Leon.' The Texas Songhird' in

Leon, 'The Texas Songbird,' in-Leon, "The Texas Songbird, injects at intervals, during the present O'Daniel program 'Please Pass the Biscuits, Pappy,' O'Daniel joshes his artists, his customers and the big and little boys in politics—with so far nary a-complaint. On the serious side O'Daniel is always plugging schools, effurches or civic organizations and belongs to most all clubs and serves as chairman of entertainment and master of creemonies at many important functions.

#### GOT RADIO JOBS, MUST NOT TOUCH DANCES'

Oklahoma City, March 1.

Oklahoma City, March I.
Feud has developed here between
members of the Musicians Union employed on stafts of stations WKY and
KOMO and other union members
who play dance dates on the side but
also have other jobs of a non-musical nature.
Faction within the local headed by
George Ande thinks station staffmen
should not be allowed to play dance
dates. This came to a head when
WKY's group directed by Allen
Clark was booked for a hoof session
at the Skirvin Tower hotel ballroom.

room.

WKY pulled out after a protest.

Issue one of 'work distribution'
with the radio musicians calling the
complaining brethren merely part
timers and not entitled to any
preference.

#### Ed Smith Launches New General Mills Serial

Chicago, March 1

Ed Smith, production manager for all General Mills shows, in town last week setting finel details on new scripter, tagged 'Valiant Lady,' which starts on WBBM and Columbia next

Smith will start off the production on show and then place a local director on the program to assist.

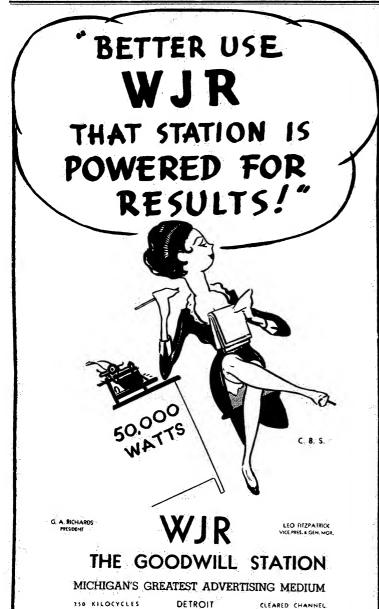
#### Irv Lazar, Ralph Wonders Motoring to Hollywood

Irving Lazar leaves tomorrow (Thursday) for the Coast, where he'll have charge of the new radio department for the Arthur Landau agency. Making the trip by motor. Accompanying Lazar is Ralph Wonders, until recently with Rock-well-O'Keefe. Wonders and Lazar are talking a tie-up for wonders to join Landau outfit.

#### Coal Sponsor Drops Show

The Shadow, Sunday night dramatization on Mutual, loses its seasonal sponsor. Delaware, Lackawama & Western Cool Co. with the March 20 broadcast.
Ruthrauf & Ryan agency, which has the account and also owns the rights to Shadow, now trying to warm up one of its other accounts to the idea of taking on the series Orson Welles, starred in the dramatizations, will continue if a new bankroll is found.

Allen Clark and WKY, Oklahoma, staff orchestra set for appearance at Midwest theatre.



# N.A.B.-ASCAP SMOOTH OVER

# BOTH SIDES NOW FOR COMPROMISE

Long Quarrel Between Users and Copyright Owners Shows Some Signs of Getting Closer to Settlement Foreign Politics Makes Internationl Treaty Sus-

#### THAT \$250 FINE

Washington, March 1. Removal of ancient obstacles from the path of copyright revision legis-lation looks probable as result of informal moves to reach a compro-

lation looks probable as result of informal moves to reach a compromise on most stubborn issues. Rising hope for action on the important Duffy bill before the current session Congress ends.

Negotiations to end the tiff between broadcasters and film producers, on one side, and the authors, unesters, and copyright holders on the other, bear promise, while sidetracking of the treaty putting the U. S. into the international copyright union looks permanent. But the U. S. into the international copyright union looks permanent of the control of the treaty putting the most legislators ready to go along whenever differences are reconciled by the opposing factions.

whenever differences are reconciled by the opposing factions.

Trading has reached the point where National Association of Broad-casters is considering making a concrete suggestion for settlement of the principal fight between radio and American Society of Com-posers, Authors and Publishers-over clearance at the source and the \$250 minimum damage award. No eounter-proposal has been sub-mitted but the NAB is sounding out music users about the advisability of trying to reach an agreement with ASCAP.

Belief that the road will be opened

with ASCAP.

Belief that the road will be opened between now and the windup of the session was voiced Saturday (26) by Senator F. Ryan Duffy, of Wisconsin, the author of the only copyright bill to pass either branch of Congress in many years. He said the outlook is more encouraging, with the House situation noticeably better.

#### Compromise

Compromise

Prospect of settlement of the \$250-fee tiff lies in willingness of both sides to retreat. Broadcasters may agree to write a specific figure into the Duffy bill—in place of the present clause which now says minimum damages may be fixed by the courts at whatever rate is reasonable and will serve as a license charge. But only on the understanding that they will not be liable for huge attorney's fees and other costs.

Clearance-at-the-source issue is one on which radio will not yield. Broadcasters insist they must be safeguarded from multiplicity of suits and charges growing out of any single infringement and demand that ASCAP consider reproductions over various affiliated stations are merely 'extensions' of a single rendition. Not a separate 'performance' in each instance.

Growth of opnosition to American co-operation with other nations in convright reciprocity has been noted with the increasing tension around the world. Makes action on the treaty unlikely this session, although Senator Duffy says he still hopes to have the pact ratified before final adiournment. Printing trades have begged for no action until domestic statutes are revised—this intended to insure perpetuation of the requirement that all books, etc., must be turned out in this rountry—while several other reservations are on file.

McGillura Adde Tare

#### McGillvra Adds Two

Joseph Hershey McGillyra has added KARM, Fresno, and KROY, Sacramento, to his representation list

Both outlets are owned and oper-ated by local auto dealers,

#### Read Music Section

Broadcasters are reminded to read the music department of VARIETY each week. This week, and most weeks, it contains news and legal developments affecting copyright, performing rights and music matters overlapping or bearing upon radio.

#### Andrew Sisters Set

Andrew Sisters have been given a 26-week contract by Wrigiley Gum with the usual cancellation clause, starting March 26. It's for five times a week in the 7 to 7:15 p.m. EST spot on Columbia.

Trio will broadcast from Chicago.

Rockwell-O'Keefe handled the deal.

#### WOR Beneficiary of NBC Inability to Carry Sports

Inability to Carry Sports.

NBC has extended permission to
WOR, Newark, to pick up the Intercollegiate Athletic Association from
Medison Square Garden this Saturday night (5). NBC's own facilities
will be tied up by the roscanii
broadcasts. Network has the exclusive broadcast rights to all these
amateur meets. Because of the same
impediment NBC permitted WOR to
do a sideline broadcast of the Amateur Athletic Union meet last Saturday (26). urday (26).

Columbia will again use Ted Husing for a summary of the events at 11:15 p.m.

Margaret Banks new musical di-rectress at WBIG, Greensboro, N. C.

# In 15-Station Los Angeles, New-Fangle Six-Button Tuners Called 'Freeze Out'

Los Angeles, March 1. It is area the smaller stations are not represented on push tem type. I not compaign against manufacturers of automatic tuning sets (push-button type.) Leo Tyson, general manager of KMPC, and president of Southern California Broadcasters Association. Inc., declares such sets with only six button tuning is a step in the direction of 'freeze-out monopoly.'

With 15 broadcasting stations in the vicinity. Unless smothing is that can't get every station is the vicinity. Unless something is the capture of the capture of the commission.

With 15 broadcasting stations in

before the commission.



ERE is a typical retail drug store scene. Nothing unusual about it . . . it's simply an average store. If you were in the store, however, you would discover that certain merchandise commands customer attention . . . gets preferred and more dominant sales display. That indicates dealer interest . . . dealer support. And particularly you would notice the preponderance of WLW-advertised products in this preferred "sales area."

-Here, just as in the Grocery picture, is evidence that

ONE . . Dealers give WLW-advertised products "front line" display.

WLW's development of "Dealer Support" for its advertisers in bringing in definite and profitable advertising returns.

W LW-THE NATION'S STATION - GINCINNATI

## **Economy Vs. Hollywood**

(Continued from page 1)

Continued from page II)
there does appear to be a crystallization of sentiment against production
in the film colony unless there is (a) a
definite justification in merchandising jie-ups, as per Lux, or entertainment formula, as per Campbell
soup, or (b) that a radio star is also
a film star and the element of residence cannot be helped.

Certain sponsors are known to dis-like Hollywood and its connotations. One star's stalling mutiny against re-turing east after his original film commitment has greatly annoyed his sponsor which has not, however sponsor which has not, however, seemingly wished to issue an or else order, Chesterfield in specifying that Paul Whiteman originate in the east and Lucky Strikes in folding the Warner-derived Dick Powell program and returning east are accepted in New York as symptomatic. However, G. W. Hill's strong ideas must be taken into account in the latter experi

latter experi
While the fold-up of Packard is a reflection primarily of conditions in Detroit, this is perhaps the most significant of all as it illustrates the psychology of advertising curtailment. Ditto Texaco. To justify or offset its reputation for expensiveness Hollywood programs have to succeed unmistakably. Jack Oakie College and the Metro-Maxwell programs have dramatized the lack of radio magic, per se, in Hollywood.

#### Playboy Angle

Meanwhile the playboy angle still ersists. Social motivations are now Meanwhile the piayouy angarensesses. Social motivations are now becoming suspect among the stars and production people that pound the tom-tom for Hollywood. Sponsors, are not impressed that entertainers and production personnel find lite amiable on the Coast. To the contrary this makes the sponsors restless.

restless.

Two Ruthrauff & Ryan shows have shot up, Al Jolson and the Edward G. Robinson-Claire Trevor programs, also other favorable evidence (the improvement in Log Cabin Show, etc.) on Hollywood's behalf can be pointed to. It is also true that most of toppers in the Cooperative Analysis of Broadcasting at the present time are from Hollywood. And in furtherance of this impressive fact it. is even stated that. New York hasn't brought in a new bang-up amacko (entertainment) hit in two years.

#### "The Star System"

There are, it is evident, two broad types of radio programs; one, low cost, heavily merchandised, box top shows and two, high cost, maximum

audience public-stopping entertainments. In the first category are the quarter hours, the strips, the serials, the ga-ga contests, giveaways and whatnot. Chicago looms larger in some of this. In the latter are the star-studded half hours and full hours. There it's between Hollywood and Manhattan. Each type of program borrows the methods of the other to some extent. Each type has its defenders and champions. But, essentially, one follows the 'star system' and the other does not.

Hollywood in its own right as a

#### Boxtops, Ahoy

One element of advertiser that pays practically attention to popularity reports or surveys that directing its program appeal at the kids in the household. They realize that as a rule the youngster doesn't answer the telephone and that its he did the chances are that the local investigator wouldn't by the juve with questions as to past or present listening occupancy. For the program backer making the kids his target the number of bioxtops received has been and will go on being his lone yardstick of receptive success.

being his lone yardstick of re-ceptive success.

Another group that looks on popularity ratings with no lean measure of misglyings are the sophisticates among daytime merchandisers. They know whether a program is helping nove goods or getting nowhere with the housewives' daily lis-tening habits through outside checking services. The latter, for fees which for individual subscribers swell into the many thousands monthly, contact the thousands monthly, contact the dealers' shelves direct as well dealers' shelves direct as well as the store salesman and in weekly confidential reports are able to disclose what the retail turnover of goods has been and the sales ratings of the various brands of the same product.

film centre and latterly as a radio program centre is the perfect ex-pression and natural affinity of the star system. It's a sponsor equation, in the final algebra, of financial risks versus financial results.

Meanwhile, the tendency of Holly-wood to affect people and prices, the difficulty of getting ideas carried out in Hollywood according to eastern specifications is always something.

Audience milking and indulgence

MICHIGAN

TEST ANY WORTH

**8 Stations** 

in 8 Major Cities

@ One Low Cost

1 Complete Network

WHILE PRODUCT

in film colony localisms by air comics continues unabated despite repeated warnings that easterners have worked up an abhorence against such tactics. Latest to lash out at the funny men, who can't seem to spot a gag beyond the Santa Anita race track, Holly wood niteries or in the homes of big families, is Lewis Allen Weiss, headman for Don Lee network, who declared after visiting broadcasters convention that radio men beyond the Rockies are getting pretty, well fed up on Coast evils... Sentiment of the broadcasters in

fed up on Coast evils.

Sentiment of the broadcasters in turn is said to represent the listening public in their areas. Time and again the zanys have been brought face to face with the condition but nothing is done about it. The play to studio audiences is notably evident on two or three programs but the offenders point to the C.A.B. ratings to blow down the objectors.

#### WMCA MUM ON AGRAP ANTI-UNION CHARGE

American Guild of Radio An-nouncers and Producers has haled WMCA, N. Y. up before the Na-tional Labor Relations Board for a hearing on March 21.

Charge is that the station violated the Wagner Act and dropped one production man and two announcers for union activities.

Last June WMCA signed a pact with AGRAP, which the union says is still in effect. Station will make no statement on the matter.

#### TOLEDO MOLLIFIED BY WJR ON SYMPH

Detroit, March 1.

To soothe irate Toledo listeners, WJR here has arranged to ship CBS Philharmonic-Symphony concerts to Toledo's new station, WTOL every Sunday afternoon, despite fact WTOL isn't a CBS outlet.

isn't a CBS outlet,

WJR itself received few squawks
when Father Coughlin opened weekly broadcasts at 4 p.m., and last half
of symph program was cancelled,
Different in Toledo, however, where
musically-minded natives, aided by
Toledo radio eds, kept up shower of
pointed darts to WJR.

Manuer Lee Fitznatrick weekle to

pointed darts to WJR.

Manager Leo Fitzpatrick, unable to
do anything about it until WTOL
took air, then arranged to ship entire
symph program to that station. Arrangement will continue until Father
Coughlin leaves air around Easter
Sunday, and meantime WJR plans to
carry first hour of symph as well as
feeding entire program to Toledo.

## Radio Daffodils

Dallas.—Mrs. Sadie Cornett celebrated her Illith birthday smoking the same corn-cob pipe with which she won a pipe-smoking contest two years ago at Texas Centennial. Jimme Alderman. WFAA newscaster, who spouts each evening for Big Ben tobacco, brought the yarn to radio listeners and, after a character sketch of the aged female pipe-smoker, concluded with, we are sending as a belated birthday gift a can of tobacconaturally, Big Ben Tobacco.

Wichita, Kans.—Undaunted by snowstorm which paralyzed traffic and freezing temperatures, 1,200 kids, under 17 years old, went to Orpheum theatre for contest in eating Grape Nut Flakes for which cash prizes were awarded by General Foods.

Oklahoma City.—Hal Scher getting wonderful results trade paper ublicity for new WKY artists bureau. Got 36 letters applying for jobs.

Memphis—Jim Sanders read a poem over WREC. Woman denounced it as sacrilegious and two ministers asked for copies.

Washington.—Discussion on 'who has the best cheese' skedded for Wednesday (2) over NBC's National Farm and Home Hour, when United States senators from New York, Wisconsin and possibly Pennsylvania will nibble, cheeses from their respective states in the Senate restuarant and broadcast results.

St. Louis—Elmer Willrich, WTMV's auditor who doubles as a warbler under the tag of "The Singing Auditor," conducting a program to determine whether the station's listeners prefer non-sectarian or hymn music.

Philadelphia—Fan mail to Clarence Fuhrman, batoner of WIP band:
Please keep that heavy drum off the air as it shakes all the glassware in closet."

#### WANTS CONSUMER DEPT.

Constitutional Change In New York State Would Be Necessary

Albany, March 1.
Broadcasters are studying with much interest the provisions of a resolution introduced last week by Assemblyman Frank Monaco (American Labor Party). Monaco wants the state constitution amended that a consumer department can

so that a consumer department be set up.
Its functions will include the prevention of false and misleading advertisements or representations and to prevent the manufacture distribution or sale of potentially harmful commodities or services. Also to fix the standards of identity quality, measure, nomenclature and methods of testing such commodities and services.

#### OVERTIME SIDESTEP REDUCES KFOR'S DAY

Lincoln, March 1.

KFOR is due to drop a half hour daily, quitting at 11:30 p. m. instead of the usual midnight, running only until midnight on Saturdays, where formerly it went to 1 a. m. Start will be 8 a. m. Sundays, instead of the old 7 a. m.

It's all in an effort to keep within the skeds and not pay engineers overtime under their recent union agreement.

Lyle DeMoss Chore

Omaha, March 1.
Lyle DeMoss, who joined staff of
WOW, Omaha, today will be manager of the WOW studio orchestrawhich is directed by Freddie Ebener.
His first assignment will be to build
several local productions using the

#### ABBOTT AND COSTELLO ON KATE SMITH SHOW

Abbott and Costello, comedians, have been set for indefinite period on the Kate Smith Calumet program by Sammy Weisbord of the William Morris Agency.

Pair have signatured John Grant to write their material.

#### Mary Small May Go CBS

Mary Small, adolescent warbler, is not renewing her contract with NBC Artists Service. Has been con-nected with the network since she

nected with the network since she came up from Baltimore into big-time broadcasting three years ago. Her personal manager, Ed Wolf, is this week dickering for a deal with Columbia Artists, Inc. Details to be smoothed out are money and a guarantee of regular spotting of her programs.

#### Munroe's Pic Deal

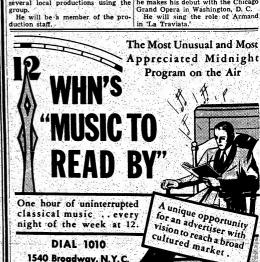
Hollywood March 1 Hollywood, March I.
Paul Munroe is negotiating with
Nat Levine, Metro producer, to write
and direct a picture based on radio's
'Gang Busters.' He is currently directing the Wanners-Luckies Hollywood parade, which mutes late his
month.

Munroe directed 'Busters' for two

Munroe directed 'Busters' for two years on radio in the east.

#### PARKER'S OPERA FLYER

Frank Parker, radio tenor, who's had operatic leanings for years, will finally have his ambition realized professionally next week (9) when he makes his dobut with the Chicago



DIAL 1010 1540 Broadway, N.Y.C.

MICHIGAN RADIO NETWORK DETROIT WXYZ KEY STATION MICHIGAN

## **Agencies—Sponsors**

William Shaving Cream has ex-tended the Mutual hookup on its True or Faise program to include True or Faise program to include the property of the property of the pon Lee Network. Quiz idea has been clearing over WOR, WGN and

Compton Advertising, Inc., New York City, has changed its capital structure from 5,400 shares, 400 preferred, \$100 par value, and \$5,000 shares, par value, according to papers filed with the secretary of state at Alban.

Southern Dairies, Inc., are buying evening announcements through Mc-Kee, Albright & Ivey, Philadelphia.

Ovel is placing daytime announcements supplementary to its latest newspaper campaign. B. B. D. & O. is the agency.

May-Stern Co. has purchased Answer, a new version of ask-question radio game, th's one played in connection with listener's telephone number, from WCAE, Pittiday night for next 13 weeks. Broadcast will originate in downtown store of sponsor. Account placed direct.

wwsw, Pittsburgh, has sold base-ball scores twice daily for coming season to Pittsburgh Brewing Com-pany. Placed by A. P. Hill Co. Same-sponsor has bought similar service from WCAE as well.

Victor Brewing Co. has picked up 13-week option on 'Night at the Inn' program over WCAE, Pittsburgh, for third consecutive time. Half-hour weekly show has a new musical set-tor now, featuring Billy Catizone and his Swinging Strings. Placed by Earl Bothwell agency.

Troy Savings Bank, which sponsors co-operatively with a bank in Schenectady and another in Albany, a Sunday 'News Roundup' over WGY, has signed for a now Monday evening quarter hour series of his-

torical narratives of Northeastern New York communities. Radeliffe Hall, of WGY staff, handles De Rou-ville Agency, of Albany

Frank & Seder, department store has taken an hour's time on WWSW. Pittsburgh, for an amateur show us-ing basement employes in connec-tion with establishment's anniversary celebration.

Fort Pitt Brewing Co. has taken hall-hour musical show of Maurice Spitalny and Bi Serman, vocalist, from KDKA, Pittsburgh, Calls for 13 weeks and gets under way March 21.

Des Moines New Biz
Grocers Wholesak Co., through R.
J. Potts, Kansas City, 13 periods of
15 minutes each, starring Helen
Watts Schreiber, WHO.
Central National Bank, Des
Moines, through R. J. Potts, Kansas
City, 26 periods of 15 minutes each,
This Business Week, with H. R. Gross, news edite, as commentator,

Gross, news edite, as commentator, WHO.
Oneida, Ltd., through B. B. D. & O., New York, beginning April 7 for 13 periods of 15 minutes each. WHO. Time Tested Laboratories (Glidden Paints) through Meldrum & Fewsmith, Cleveland, 23 periods of five minutes each, Helpful Harry's, Household Hints, WHO.
Miles Laboratories, through Wade agency, Chicago, Marc'l 13 for seven periods of 15 minutes each, WHO.
Service Life Insurance Co., Omaha, through Pressba, Felers & Presba, Chicago: 12 periods of 15 minutes each, WHO.
A. A. Schneiderhahn Co., Des Moines, through W. F. Battenfield agency, Des Moines, 78 periods of 15 minutes each, Musical Clock, WHO. Interstate Bakeries (Lone Ranger), three half hours per week through R. J. Potts, Kansas City, KRNT.
Albert E., Miller Co. (Banquet Potatoes) on Magic Kitchen daily. Through Mitchell-Faust Agency, Chicago, KRNT.

Des Moines Oat Products Co.,

through Fairall Agency, Des Moines, 26 one-minute announcements. KRNT.

Tim Lake Laboratories, daily fivemin program through United Adver-tising companies. KRNT.

K. I. Miller Hatcheries, daily five

minutes through Coolidge Agency, Des Moines, KHO.

Des Moines, KHO.

WNEW, New York, new biz:
Carter Medicine Co., 10 spot
nouncements weekly, 22 weeks,
through Street & Finney, N.Y.
Sterling Casualty Insurance Co., 15
minutes weekly in Make Believe
Ballroom, four weeks, through
Presba, Fellers & Presba, Chicago.
Lustre Sales (floor wax), seven
spot announcements weekly, 26
weeks, direct.
Garrett & Co. (Virginia Dare
wine), 26, spot nnouncements,
United States Adv. Corp., Toledo.
Axton-Fisher Tebacco Co. (Twenty
Grand cigarets), six quarter hours
weekly in Make Believe Ballroom,
40 weeks, through McCann-Erickson, N.Y.

O weeks, through on, NY.
La Comp Products, 15 minutes weekly in Make Believe Ballroom, hours

weekly in 'Make Believe Ballrom,' 52 weeks, direct. Pepsodent Co., quarter hours weekly in 'Make Believe Ballroom,' 52 weeks, through Lord & Thomas, Chicago.

Chicago.

Misebeck Shoe Co., three 15-minute programs with Ray Hamilton,
singing organist, per week, 52 weeks,
through Schl Advertising Agency,

Chicago.

Dr. Wm. P. Schmeelk, 15 minutes weekly in Voice of Chiropractic.

br. wm. F. Senmers, J. minutes weekly in Voice of Chiropractic," 26 weeks, direct. Lightning Electric Co., five quar-ter hours per week, via Skyway's Reporter, Bob Becker, 17 weeks, through Scheer Advertising Agency.

Socony Vacuum started Feb. 28 airing of a 15-minute news-comment-interview program at 6 p.m. each night over WOKO, Albany, Wilbur Morrison, formerly of WMFF, Plattsburgh, handles. Marschalk & Pratt agency.

Comet Rice, N. Y., has purchased couple of quarter-hour periods week-ly (Wed. and Fri.) over WFAA. The time will be filled with Thesaurus transcriptions. Starting date is the season's series.

# Shuberts Sue CBS and WMCA On 'Maytime'; Had Sued NBC for 'Prince'

#### A Radio Career

Philadelphia, March 1.
From guide in the NBC Building in New York to staff-gabber t an NBC-operated outlet in three easy months is story of Daniel F. Munster. Lad has been named to crew at KYW, Philly, to succeed Allen Ken-

nedy...
Prior to present spot, Munster was with WCAE, Pittsburgh, after being graduated from guide corps last November. Before that he was a lieutenant in the Army and instructor of military science at C. C. N. Y.

March 9. Contract will run for 31 weeks. Deal was closed through Freitag Ad Agency of Atlanta.

Oklahoma Tire & Supply show called Sunday Afternoon Social on KTUL, Tulsa, and WKY, Oklahoma City, has added KVOO, Tulsa.

Compton agency placing spot cam-paign for Crisco on stations in North and South Dakotas. Regional sales

Morris Plan Bank last night (Tuesday) started weekly series on WEAF, N. Y. Riding single station only with quarter-hour dramatizations. Gotham

Virginia Dare Wine has unloosed an eight-week spot campaign on WHN, N. Y. U. S. Advertising Corp. the agency.

WABY, Albany, joins March 6 the 60 stations broadcasting the Lutheran Hour, members of the Missouri Synod in the Capital District under-writing the cost of local time for the seven remaining half-hours in

Shubert-owned April Productions, Inc., last week added another to the series of infringement suits it has brought in the Federal court, N. Y., against broadcasters in connection with performances of certain Sigmund Romberg operettas. Named in the latest actions CBS and WMCA. New York, with 'Maytime' the operetta involved. Shuberts want an injunction, an accounting of the profits and damages.

Previous suits brought in the name of April productions have included NBC and concerned. The Student Prince's with the American Society of Composers, Authors and Publishers and Harms, Inc., joining in the defense. Harms, a member of ASCAP, had taken the position that its agency agreement with the Shu-

defense. Harms, a member of ASCAP, had taken the position that its agency agreement with the Shuberts embraced authority over the small performing rights of Romberg's Prince, while ASCAP has held that this organization by virtue of Romberg's membership may license the performance of these works. Harms later advised ASCAP that, it would not longer seek credit for performances of Prince. 'Maytime' is published by G. Schirmer and the Shuberts have claimed that the rights conveyed to this firm covered only publishing and mechanicals. The Shuberts say that they own these operettas outright and that no one but April Productions has control over performing rights.

Donald Bain, former bird and animal imitator in vaude and films, is doing sound effects for WHAM Trooper dramas. Bain, who did sound effects for Frank Buck's Bring'em Back Alive' and Fang and Claw, is spending the winter in Rochester putting on shows for schools and clubs.

Procter & Gamble (Dash), through Pedlar & Ryan, Inc., New York, spot-ting five transcribed announcements weekly for a year over KFRC, San

# WCAU

takes particular pride in congratulating

# **BOAKE CARTER**

on his new association with General Foods

NOW ON FIVE TIMES PER WEEK AT 6:30 EASTERN STANDARD TIME

from

# WCAU

OVER THE COLUMBIA BROADCASTING SYSTEM

# RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

#### **Outstanding Stunts**

Men's Cooking WCAU, Philadelphia

The Boys Try Their Hands

Five male staffer at WCAU last
Thesday had 250 method to the form of the fine of the fin

Natural Rivals
Santa Barbara. Calif.
KTMS staged a novel spelling bee
with opposing sides made up of those
old rivals at correctly putting one
little letter after another—the editorial and composing room staffs of
a newspaper.
Sheet which supplied the teams is
Santa Barbara News-Press.

Customer Interview Idea
St. Louis.
WTMV. has started a 26 weeks;
series of 'A Satisfied Customer
Speaks' programs that features interviews not with the public but
with pleased users of Norge products.
Stunt involves the station taking

recording paraphernalia directly into the homes and stores of customers, making 'ad lib interviews' and then playing the transcriptions a few days later.

Norge Co. of Missouri, which is bankrolling current program of 200 interviews, which will be aired in five-minute spots five times daily, is planning to use it the basis of a national campaign of testimonial advertising.

Lester E. Cox, president, and Woody Klose, program director of WTMIV, worked out the stunt.

Farewell to Trolleys

Charlotte, N. C.

WBT dramatized the passing of street cars from the local scene with the first motorman, first passenger and a power company executive on hand to be interviewed. Charlotte is the last city in North Caroli to abandon street railways in the last city in North Caroli to abandon street railways in the last company of the control of the company of the control of the company of the changes from the last control of the changes from the nonw. First said a man didn't get up and give his seat to a lady unless he could produce three—one for the lady and one for each side of her hoop skirts. Incidentally, women were discouraged from riding.

'Audition Laboratory' Charlotte, N. C.
WBT has a new-type program.
Audition Laboratory, using talent discovered by the weekly auditions conducted by WBT. Jack Phipps, organist and pianist, and Pete Martin, xylophonist and vibraharpist, accompany the singers. Audience reaction determines whether or not they will stay on the air. The first program brought in over 400 letters.

#### Wardrobe Trunk N.G.

Guest date which York and King, vauders, were to do on Schaefer beer program WJZ was nixed by the agency after a load of the material they were set to use.

Pair had dug up from a ward-roke thusk cope of their mater.

Pair had dug up from a ware-robe trunk some of their mate-rial of 25 years ago to use in bit when sponsor informed them of no go on such condi-ditions. Reason: "Too common today."

#### RESPONSE GOOD

Crosley Ballyhoo of 'Buy Now' Picks
Up Lots of Echoes

Cincinnati, March Cincinnati, March 1.
The 'Buy now!' campaign, instituted Feb. 14 WLW and WSAI with spot announcements and brief dramatizations designed to aid general business, is meeting with support from other stations, newspapers and commercial associations in towns and cities of the midwest, according to John K. Koepf. sales promotion manager of Crosley's broadcasting division.
Units tying in with the campaign

motion manager of Crosley's broadcasting division.

Units tying in with the campaign
are supplied copies of 'Buy now!'
broadcasting material used by the
Crosley stations. Both WLW and
WSAI carry hourly blurbs, day and
night, explaining how purchases of
various items represent many
working hours for production. Facts
and figures so used are from the
U. S. Department of Commerce and
Labor. Each spot annountement and
dramatization is different. Longest
dramatization is different. Longest
dramatization is different. Longest
dramatization is a redirected at
persons who are financially able, but
have delayed in making purchases
of needed articles of clothing, household goods and ranging up to automobiles.

Procedenties stations delibered

modules.

Broadcasting stations, dailies and civic organizations already lined up with WLW and WSAI in the campaign extend from WRAK, Williamsport, Pa, to the Business Men's Club of Oconto, Nebraska.

#### WAAW Gets Creighton

Omaha, March 1.

Bill Bailey, production manager of WAAW, has signed contract to broadcast Creighton University football games next fall. Last season games were moot point in contest between WAAW and KOIL, when University remained coy on its asking price and neither station could find sponsor.

Coming season school has compromised on its price, and station has signed Uncle Sam's breakfast food to sponsor three home games and three games away. Telegraphic reports will be used on visiting game.

Thanksgiving game, not yet scheduled, will be broadcast if played here. Omaha, March 1.

#### Those Spielers Are Tough

St. Louis, March 1. St. Louis, March 1.

Bob Lewis, warbler on WIL, set a local record for recuperation from surgery last week. He was laid low with acute appendicitis Sunday, Feb. 13, and underwent the knife the following day. On the 19th he was strolling around the hospital corridors. Following day he was taken home and on the 20th, exactly one week from the time he was stricken, he was back on the air with his daily stint. he was back on the air with his daily stint. Local medicos say it was one of the speediest recoveries on record.

Griffn Polish on WFAA
Dallas, March 1.
Three quarter-hour news periods
weekly have been purchased by
Griffn shoe polish over WFAA,
Dallas. Contract is for 39 weeks,
starting Feb. 28.

starting Feb. 28.

This is morning newscast, with Bill Hightower spouting the news. Hightower's sessions on Tuesday; Thursday and Saturdays sponsored by A. Harris & Co of Dallas. Griffin bought his alternate days. Agency is Bermingham, Castleman & Pierce, N. Y.

Graves Taylor Out of Radio Cleveland, March 1.
Graves Taylor resigned last week from WGAR's-publicity-staff-to-devote time exclusively to Statler Hotel's Terrace Room and industrial

accounts.

Morrie Condon taking over berth, doubling as announcer and station

#### COLUMBUS BASEBALL SET

General Mills-Socony Jointly Spon Including Night Games

Columbus, March 1.

Columbus baseball games will again be broadcast on WBNS this summer under joint sponsorship of summer under joint sponsorship of.
General Mills and Socony Vacuum.
No Sunday or holiday airings but
night games will be broadcast and
out-of-town contests recreated from
wire reports.

Johnny Neblett gets the mike assignment again. He'll leave March18 for training camp at Winter
Haven, Fla., making transcriptions of
interviews with players and club of-

interviews with players and club of-ficials. Southern jaunt bankrolled by Franklin Brewery Co., sponsors of Neblett's WBNS sports chats.

#### Oklahoma Optimistic

Oklahoma City, March 1.

In line with reports of Dixie property practically every radio station in the state is expecting the best year of its existence with time-sales booming with everything from the 100-waters to the metropolitan stations. First two months of 1938 has seen business above last year with larger stations having little A time available. Most open spots are at present in early morning and middle forenoon periods with these being filled by pluss.

Forthcoming political campaigns is set to swell the pockets of the eight smaller stations. Oktahoma politicalns who seek minor offices have found these stations rate cards meet their bank books and garner votes. tion in the state is expecting the best

#### SIR HARRY LAUDER ON MUTUAL SUNDAY

Mutual web will pick up Sic. Harry Lauder on a BBC broadcast from London Sunday (6), 4:15-5 p.m., Scotch comic will top a variety program. His appearances have been rare.

#### New German Amplifier

Berlin, Feb. 13.
Germany has just brought out a super-amplifier. The Euronor, which is said to surpass anything. Weakness of amplifiers now in use in film houses is that the uneveness of frequencies have varied carrying pow-er, lower tones are less audible than medium and higher ones. Though there certain ways known of counteracting this shortcoming, the larger the room, the more difficult this zets. this gets.

this gets.

Euronor eliminates this trouble by using different amplifiers for the lower tones, at the same time amplifiers, the same time amplifiers that the same time distribution. In addition, the Euronor divides up its channels, enabling it to direct the sound waves evenly into all parts of the house. With this new apparatus, accoustic difficulties are supposed to be climinated once and for all.

Russ Morgan's Singing Niece
Philadelphia, March 1.
Peggy Moran, niece of stickswisher Russ Morgan, doing weekly
15-minute chirp session on WPEN.
Morgan does all gal's arranging
himself

# A New Record!



RECORDING

## 78 QUARTER-HOUR MUSICAL PROGRAMS

## 9 Days (6 Hours Daily)

HANKS to the close cooperation of the Axton-Fisher Tobacco Co., McCann-Erickson, Inc., and the World Broadcasting Company, we have just completed a series of 78 musical quarter hours in the record-breaking time of 9 days—six hours daily.

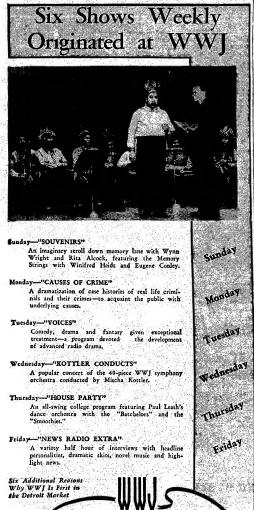
My thanks also to Martin Block, the Pickens Sisters, the Melodeers, Roy Campbell's Royalists, the Eton Boysand other guest stars on the show.

We are now continuing society dance engagements in New York and Boston.

# JOE RINES

AND HIS ORCHESTRA

Available Thru Your Own Agent or Direct-Circle 6-1300



George P. Hollingbery Company New York : Chicago : Detroit : Kansas City

San Francisco : Jacksonville

# C.B.C. in Litigation Paradox

Whole Status of Government Radio Jeopardized by Civil Service Ruling

Montreal, March 1.

Adding further to the confusion of Canadian Broadcasting Corp setup arising from the ruling of two courts ordering the CBC to produce its books in court just as if it were a privately owned company, is the additional setback administered by the Court of Appeals last week when it refused the request of the CBC to take the case to the Supreme Court, highest tribunal in the country.

nighest tribunal in the country.
Only loophole for clarification and consolidation of CBC affairs, would be additional legislation at Ottawa for the purpose of so reorganizing the Corporation that it would become a Civil Service enterprise in law as well as in fact.

law as well as in fact.

Unless Parliamentary action is taken it is difficult to foresee how the CBC can continue to function in its present manner. There is also the possibility of loss of about \$25,000,000 annually from license fees which the Government at Ottawa would be disinclined to forego.

would be disinclined to forego.
With the Court of Appeals refusing to permit the case to go to the Supreme Court and by implication placing the CBC in the category of a private corporation question of license taxes running into millions which have been paid the past may also be raised.

Political observators

may also be raised.

Political observers are inclined to the viewpoint that the King administration at Ottawa has already been suffering embarrassment because of the widespread press attacks concerning the CBC for competing with private enterprise. The Prime Minister has been obliged to go to bat for the Corporation and a committee has been appointed to investigate complaints.

Campaign against the CBC is the

Campaign against the CBC is the most virulent press attack ever staged against a Government agency. With the courts ruling against the CBC also the Federal administration staged against a Government agency.
With the courts ruling against the CBC also the Federal administration in a spot unless clearing up the in a spot unless clearing up the entire affair by clearcut legislation.

#### Big Ben Themes Cockneys

Vancouver, March 1.
CKWX is using recorded chiming of London's 'Big Ben' to themesignal its live weekly program 'Millie and Lizzie'.

Show has a pair of comedy women using Cockney chatter against a background of London.

#### Australian License May Be Stretched to 5 Years: Gov't Won't Cut Set Tax

Sydney, Feb. 12, Australian government is expected to increase the licensing term for commercial stations to five years. In contrast with this indicated widencontrast with this indicated widening of opportunity for the commercial coterie is the administration's adamant refusal to reduce the \$5 annual fee for set owners, although such licensees are on the upbeat every week.

Outlook for commercial business this year is exceptionally good and the station operators are predicting new highs in revenue.

#### STAGE PLAY NOT AIRED IN FRANCE AFTER RAP

Protests by representatives of local radio listeners of immorality of play, Catherine, Empereur, by Maur 2 Rostand, which was to be broadcast from the Theatre de l'Odeon, caused it to be barred from air.

#### NEWS VS. ENTERTAINMENT

British Relays to South America Strictly Informational

London, Feb. 18.

London, Feb. 18.

Effect of a private report to B.B.C.
from Felix Greene, following, survey
of South American territory, is that
Corporation has set March 15 as inaugural date of regular broadcasts
to that continent. Programs will
consist of straight news broadcasts
in Spanish and Portuguese, and will
be transmitted from Daventry on
31.55 metres, with call sign GSB.
Daily programs will be given at 1,30
G.M.T. in Spanish and 1.45 in Portuguese.

guese.

Policy of straight news has been adopted by BBC as basis of all foreign language broadcasts, regardless of the fact German and Italian daily transmissions to South America include high grade entertainment, and occupy as much as seven hours a day air time.

# 'Mustn't Say That' Gov't Spieler Is Reprimanded

Canberra, Feb. 18.
Closer supervision of local political comment over government operated stations has been ordered by the Australian Cabinet as the result of a dig taken by a commentator at a proposed government policy. Prior to this incident only the commercial outlets have felt the hand of censorship.

Administration had retrained from setting up any taboos for government-owned stations, figuring that the latter's officials could spot anything unfavorable in advance and delete it from the script. Commentator involved stays on the government's payroll, but his stuff from now on will be thoroughly scrutinized.

now on will be thoroughly scrutin-ized.

Nothing has been said about giving the eagle-eye to comment affecting politics in any other country.

# Political Propaganda Requirements Ends 10-Year Radio-Publisher Pact; **B.B.C. Getting Its News Elsewhere**

#### **Montreal Station Jammed:** Can't Book Ford Account: Tea Firms Using Radio

Montreal, March I.

Ford Motors of Canada, having decided to use radio with a half-hour weekly program in French, finds desirable time available over station CKAC, with whom Jack Henry of the N. W. Aver agency, has been negotiating. Ford Motors if deciding to use CKAC will be obliged to take the Wednesday night spot from 10:30 to 11. p. m. Wednesday spotting is considered too late, by the agency as the program is intended to hit the country trade. Group of Ford dealers were called in to audition two dramatic shows and one musical last week, with the dealer vote going unreservedly for the musical. Another audition of the musical is scheduled shortly with the probability, that Ford Motors will take what time there is available regardless of spotting, until a more desirable spot should open up. Tea accounts also cntering the radio advertising field for the first time here. Red Rose was scheduled to start with a French Buck. Rogers show Feb. 23 five times weekly from 5:15 to 5:30 pm. Liptor's recently started with 'Old Country Professor,' sketch from 11:15 to 11:30 three times weekly.

#### WOW's Baseball Deal

WOW's Baseball Deal

Comine baseball season to be handled at WOW by Ralph. Wagher for Brown & Williamson Tobacco. Co. Since coming to WOW several months ago he has operated sustaining, and new horsehide coverage will mark his first commercial spieling.

Contract calls for six quarter hours weekly beginning April 24.

London, Feb. 18.

Practically all restrictions on the broadcasting of news have been declared off by the British Bloadcasting co. so that the government can combat the hostile propaganda aired by Germany, Italy and othed countries. BBC is now free to gather its news from whatever sources it elecis, instead of confining itself. to the Press Association, Central News and Exchange Telegraph.

Along with the drastic altering of its agreement with the Newspaper Proprietors Association the BBC has set up a special bureau for foreign language broadcasts. R. Calyert, who has done newspaper work in Spain and Portugal, holds the job of Spanish and Portugal, holds the job of Spanish and Portugal, between the BBC and newspaper publishers became effective 10 years ago and had been modified from time to time. The pubs are hoping that the BBC will preserve at least the clause which bars news broadcasts the United Kingdom before 6 pm. NPA feels that any encroachment on atternoon editions would have an unfavorable effect on newspaper sales.

#### WILEY BROS. OF LONDON MAY WAX COOKE IN N. Y.

Wiley Bros, London firm, is auditioning Alistair Cooke for a series of transcriptions which the company wants to place on Radio Luxemburg, powerful European commercial states.



Sole Direction — Leonard Urry, 110 Jermyn Street, London, S.W.1.

# NEWS FLASH!

Carroll Levis and his Radio Discoveries just signed up by Lord & Thomas Ltd. (London, England) on a second 26 weeks' radio contract for Quaker Oats!

Radio Pictorial" (Britain's only sponsored radio magazine) finds Carroll Levis Britain's most popular commercial radio feature also.

# San Francisco, March 1.

VARIETY

San Francisco, March 1.

'Petors, Surprise Party,' banknolled
by the Peters division of the International Shoe, debuted over stations
KPO' here and KFI, Los Angeles,
Sunday (27) from the local NBC
studios, Quater-nour weekly stanza,
aired at 3:45.p. m. PST, uses Leo
Cleary Sandy McFrolic,' emece,
announcer Hal Gibney and Ray Harrington directing a swing ork. 'Did
You Knows,' odd and interesting
facts, are spouted by McFrolic,' and
Gibney in light banter which alternates with music.

Gibbey in light banter which alternates with music.

Pair of Peters shoes is being offered weekly to the three dialers who submit most interesting Did You Knows for the program. Account is handled by Long Advertising Service.

#### Abolish Chief Announcer

WMCA, N. Y., has merged its production and announcing departments, eliminating post of chief announcer. Bob Carter, who has held spot of boss blurber at the broadcaster for several years, leaves Friday (4).

Charlie Capps, manager of the pro-duction dept., will thereafter assign the mikemen.

#### Chet Miller Leaves WIRE

Chet Miller, head continuity scribble at WIRE, who left last week on some ideas of his own, will not be replaced, according to statement of WIRE exces. His leaving ment of WIRE exces. His leaving upped Mary Sari to head of what will now be only a one-person continuity department at WIRE.



N.Y.U.

CHARLIE BARNET to Play Their Ball
Louis Sherry's
Sat. Eve., March 5th
EXCLUSIVE MANAGEMENT

#### International Shoe Subsides Sponsors KPO-KFI Show San Francisco, March 1: F. C. C.'s WASHINGTON C. C.'s WASHINGTON DOCKET

#### **MAJOR DECISIONS**

MIGGOIN DEVISION

Washington, airch 1:
Georgie: Do time spoore Jump for WAGA, Maron, veele oil, Longmish okay, when it was determined that need
for additional service existed in the aron. Station, a Cits
affiliate which has been in operation, since 1923, is now
operating on 1330 ke with 1 kw night and day. Julce
Jump wantil provide for daytime operation with 5 kw power.
No objectionable interference of the provided of the station of the provided of the station with 5 kw power.
No objectionable interference of the station with 5 kw power.
No objectionable interference of the station with 5 kw power.
No objectionable interference of the station with 5 kw power.
No objectionable interference of the station with 5 kw power.
No objectionable interference of the station with 5 kw power.
No objectionable interference of the station of the

chann and while the accentract giving him 'full and complete control of station and programs.

Carlson, who has owned and operated the transmitter for approximately 10 years, signed an agreement with Southern Brondensting Corn. employing the latter to handle advertising but for the sixton, record showed Activities and the station, record showed Activities and a construction of the sixton, record showed Activities on a fine of Southern Brondensting attempted to air without his approval was not in violation of the Communications Act. E. C. C. agreed. Commissioners gave Carlson a renewal his license, on the 1208 for frequency which the stations alone Manufee, B. Gatil, represented Carlson.

Manufee, B. Gatil, represented Carlson.

Ohis: Tamins own on a daytime station for Cleveland, to be devated to the alring of, farm, and unafter Information of the complete of the station of the station of the control of the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of information on quantity, quality, and prices also the station of the

Applicant retained Arthur W. Scharfeld and Phillip G. Loncon-Financia: Switch from specified hours to unlimited. Hime for WHAX. Wilkes Barre, received the nod by reason of an isseriet public need for an expansion of service. Over protests of WKUK. Simbury—now operating during the hours with 190 water—formula to the control of the control of the work of

s: Daytime smalller for Denton received the nod omnish approved service of a purely local character community involved. Transmitter conting \$4,530 will structed by Harwell V. Shepard, amateur broadcaster oposes to self, time at \$2 for spot announcements and hone. Service will cater to local interests and use VAA-WHAP and KRID or Dailing and Port Work (Shepard). The property of th

was explained. Daytime operation on 1429 Kc was re-moted:
Shepaid was represented by Frank Stollenwerck.
Utah: Cache Valley Broadcasting Co., Logan, was given by the property of the Control of the Con

History Distriction of WROK, Rockford, for night powercost from 500 water to 1 kw dismissed at applicants request;
Vol. Citicaco, granted extension of special experimental auhority to operate a facsimile station from 1 to 6 a., for
evide ending Aug. I, on 720 ke with 56 km.
Indians: WIND, Johnson-Kennedy Rudio Corp., Gary,
Indians: WIND, Johnson-Kennedy Rudio Corp., Gary,
ranted special experimental authority to operate its regular
roadonst transmitter for the experimental transmission
of the special power of the company of the company of the
operate its regular ingly power
for I kw and the for the duration of the next regular ingle nices
period.

of I. Rw an directional antenna, from 12 midnight to 8 a.m., and 12 midnight to 8 a.m., and 12 midnight to 12 midnight to 13 midnight to 13 midnight to 14 midnight to 15 midnight to 14 m

#### SET FOR HEARING

Alaska: Auchorage Rindia Club, Inc., Auchor. new ex-perimental broadcast station to be operated 50 34925 and 5425 fe with 125 wates. Cullbrusha: R. '9 (CRS), San Francisco, Jump night power from 1 to 5 km.

Cullfornit: K. '9 (CHS). San Prancisco, Junp night power divergent, NMED, Mr. W. J. Virgin, Medford, chance frequency from 1419 (n. 122) ke, and boost power to 1 kw. Pennsylminit: WASA, Mientown, increase power to 1 kw. Pineria Riper Juna Phys., San Jina, new experimental kw. With 1 kw., A3 emission. Con 1375, 442 ke, incl. 346 ke with 1 kw., A3 emission. Con 1375, 442 ke, incl. 346 ke with 1 kw., A3 emission. Con 1376, 442 ke, incl. 346 ke with 1 kw., A3 emission. Con 1376 ke with 1 kw., A3 emission.

Texas: Seller, Juc., Dallan, authority to furnish musical programs and physicis in the form of electrical transcriperiors and mail and possibly personal delivery under provisions of Sec. 255 of the Act.

#### **EXAMINERS' REPORTS**

EXAMINERS' REPORTS

Himates—Two-ways serap over racillities for the control of th

d. Dukoin: Favorable opinion on transfer of control N Broadcasting Company: Yankton, from Charles H. 10: South Dakota Broadcast was handed down by

Crawnon Smith Dikotit; Farmon Smith Dikotit; Farmon Smith Dikotit; Farmon Smith Dikotit Brondcast was handed down the Martin Laboratory of WNAX Renadeships from the head of the Gurney Seed and Nursery Co., Janual Jarley, Bower, dealers, to Gardner Cowles, Jr., of Des Moines, would be accomplished for 1150-909—mine pulse jad by Garney for the either Issue of Class A non-voting slock in the WNAX company, Daberg pointed and the Company of the Council State of WNAX Company of KRNT and KSO.

Covies by president of WNAX. Broadcasting Co.; president of the lowa Broadcasting Co. (licensee of KRNT and KSQ.) Des Molies, and a f. WMT. Codar Implies; president of Look, Inc., (weekly pic magazine) and vice-president of the Des Monies Register & Tribune Co., and the Minneapolis Star Co. He does not, however, propose to own any stock in the transerver of the way connection with the aftairs of the station,

the sale of the station, my contained in the report, the sale of the station would be made roey, Dalberg recommended granting of

represented by Paul M.

#### Milton Mendelsohn, Agev. Man, Joins KFH, Wichita

Wichita, Kan., March 1. Milton M. Mendelsohn, new sales promotion and production manager of radio station KFH, has added 13 new shows. Also has formed a stock company from which he has cast 'An Orchid to You' that runs three times a week as one of the new sus-taining progres. Cast dramatizes a

taining progres. Cast dramatizes a good deed done by some local person during week and appreciation KFH sends that person an orchid. Mendelsohn, formerly of Kirtland-Engel Advertising Co. in Chicago, G. B. McDermott, also new as man-ager of station, added him to staff.

#### Many-Sided Radio

Buffalo, March 1.
Hospitals here have felt the reaction to current radio serial in which a youth makes \$75 by selling his blood for transfusion purposes. his blood for transusion purposes. Hospitals have been swamped by candidates, mostly jobless, who are willing to part with blood for a like amount.

Payoff here usually \$25 for a little more than a pint.



IT AIN'T GONNA RAIN NO MO-MRLLOW MOON, ONE EYED LOVE MY OLD FASHIONED SCRAP BOOK MY DREAM SWEETHEART

Address: 4351 N. Paulina St., Chicago





WERY MONDAY WEDNESDAY and FRIDAY WOR 18-12:15 P.M. EST WOR BOSCO

**GUS YAN** 

STAGE, SCREEN OF RADIO c/o Goldie and Gumm 1840 Broadway, New York

#### EASTMAN MUSIC SCHOOL **RELAXES WITH SWING**

Rochester, N. Y., March I.

Modern Music of 1988, swing burlesque of Tschaikowski and Bach as
versioned in comedy mood by University of Rochester swing band,
aired Saturday night by WHAM as
antidote. to heavy schedule of symphonic programs. Eastman School
of Music students worked up the arrangements as relaxation from sericus compositions: under eye of Dr.
Howard Hanson and produced show
in Kilbourn Hall as surprise at University's formal dance.

Struck with somewhat of a shock
in setting devoted to only 'the finer
things' in music.

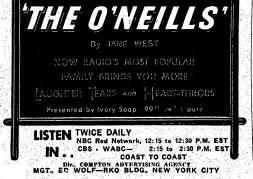
W. A. Schudt, Jr., g.m. of WBT, Charlotte, is on a ten-day business trip to New York and Washington.

## Rivals Drop In for Tea

Philadelphi March 1. WDAS has gone snooty with tea at four daily. Station airs program by Baroness Olga Lanoff, who plugs tea 'grown on her own plantation in the Argentine.' Recently she's been leaving samples around, which are gathered up by Korlyss LaMarr, station's receptionist, and brewed for daily snitter.

Alex Dannenbaum. Jr., in charge of the station in his father's absence, tikes the tea all right, but he's a little dubious about salesmen from rival kilowatters popping every day to get theirs. Philadelphi March 1.

Lucille and Lanny with Kent
Lucille and Lanny added to Alan
Kent's noon hour show on WNEW,
N. Y., Monday through Saturday.
Jimmy Rich, organist, also added
to program.



# One Standard Audit for Radio

Washington, March 1

Washington, March 1.
Government control of broadcasters' bookkeeping loomed this work
when Federal Communications Commission set out to draft model sy
tem of recording profits, losses, and receipts.
Long threatnend decree telling what could be put in the plus and
what in the minus column is just around the corner. Chairman
Frank R. McNinch Issued aunouncement Monday (28) saying he
had asked the government figure-jugglers to frame a uniform method
of recording finances. Considered first move in direction of ratefixing.

of recording manaces. Considered this move in direction of rate-fixing.

Only through the adoption of such a system can the communications industry or the public have dependable or comparable financial data, boss regulator elaborated.

Uniform accounting procedure—following reception of the slants of licensees—goes hand in hand with recommendations of Commissioner T. A. M. Craven, whose recent reports on the economics of broadcasting laid great weight on the lack of data. But it also means the commish will get dope which may be the basis for saying stations can charge only so much-for their facilities.

Financial questions have been getting more and more attention from FCC examiners in recent weeks. Looks as though the cash-and-carry aspect of the business is to be uppermost. Several applications have received a red mark because referees didn't think there was enough business to support the contemplated station. In contested cases the nod has gone toward proprietors who can show the best chance of getting advertisers to pay the freight.

# **McNinch Deprecates Trade Alarm** As Internat'l Radio Setup Cues 'Government Broadcasting'





NBC RED NETWORK

Washington, March 1.

Special interdepartmental committee was created by President Roosevelt last, week to formulate plans for international broadcasting under government auspices, causing further fear of Federal competition, with private enterprise.

Apprehension that an outcome of the studies will be either (1) movernet to commandeer, time on private transmitters (2) to embark on ambitious program of government ownership which would be the start toward limiting commer of operation. Such a possibility was declared absurd by Federal Communications Commission Chairman Frank R. McNinch, who heads the group.

Primary purpose of the committee, McNinch explained, is to study the type of service which is desirable in developing good-will throughout the Western Homisphere, Particularly concerns use made of the five-Pan-American frequencies, which have been losued to private organizations—CBS. General Ejectric, and World-Wide—under close Federal supervision.

Gimmick Clause

Disturbing phase of the mitter was a statement by McNinch who had the committee expects to look find question of 'using other frequencies which may be available; Exactly what this signifies is the worry of industry reps, since the formal announcement threw no furfacent of the State Department; and Domestic Commerce, Commiscion of the five-Particularly concerns the formal announcement threw no furfacent of the State Department; and E. N. Bressman, of the Agriculture Department.

#### Revamps WHEC Music

Revamps WHEC Music
Rochester, N. Y., March I.
Ken Sparnon, WHEC musical
director, has reorganized studio onchestra, keeping only two of previous setup. Swing also is out in
Javor of trick arrangements.
Besides tull 10-nice outfit hich
plays twice a week Sparnon is
centraling on a string combination
which includes his wife. Arabella
Sparnon, harpist. Other setups have
organ, harp and twin pianos; organ
guifar and clarinet; organ with instrumental guest soloists.
WHEC production planning board
reorganized with General Monage;
Cunnar Wing, as chairman; Marden
Buck, Ken French, Charlotte Edwards and Ken Sparnon.

#### SHUTZ' CHESHIRE GRIN

St. Louis, March 1.
A trip to the NAB conventing a profitable one for WIL. Ed Shitz. the station's commercial manager visited New York and Chicago. circults. visited New-York and Chicago, en-route home, He arrived with con-tracts for 195 cularter-home and 156 spot announcements, picked up in New York, and 195 5 minute pro-grams garnered in Chicago. Shutz now favors monthly instead of annual conventions of the NAB.

#### WCAM BIDS RECEIVED

Call for bids in connection with

Two Offers to City for Take-over of Municipal Station

the management of WCAM, which has been operated by a city commission . February 1, when the municipality's contract with the

municipality's contract with the Broadcast Advertising Company expired, was swered on Wednesday (23) by Cam, Inc., and Aaron Heine, local attorney. Operation of the city owned station is in Mayor Brunner's province, and the bids are being studied by the mayor before being referred-to, the-city commission.

Provisions in contract set forth by Sidney Shur, attorney, called for S3,8600 yearly rent, and for the installation by the bidder of a new transmitter, at cost of \$15,000, the mechanism to become city property. Cam. Inc., agreed also to stand-expense of all equipment installation during the period covered by the contract.

during the period covered by the contract.

"Heine offer named rental of \$3,000, plus of all commercial time revenue received from \$24,999 to \$34,999, and 712.", of all revenue received over, \$35,000. Understood that Heine, represented by Bartholomew A. Sheehan, asked to be reimbursed for equipment outlay, and to be defended by city any legal suits.

Certified checks for \$15,000 accompanied bids. Expected that no defi-

Certified cheeks for \$15,000 accompanied bids. Expected that no definite action will be taken before two weeks, and there is no assurance that either of the bids will be accepted. There is a possibility that new bids will be called for. Sanction of Federal commission must be secured before city contract is effective.

#### WBAP, FORT WORTH, TO AIR FROM STIR

Dallas. March 1.

Station WBAP of Ft. Worth, which shares 800 kilocycles frequency, with WFAA of Dallas, has received permission of Texas, Prison Board for unusual of radio shows to originate in the state prison at Huntsville Tex.

Details, now being worked out by Elbert Haling, will not be certain until after the meeting of the Prison Board on March 7. Program will go once a week, Starting date and hour of day not yet decided.

Broadcasts will include interviews with prisoners, famous and otherwise, in which the convicts will being yet, air, their views on life in a cell and advise little boys to be good, or else. Possible that some of the shows will come from female prison farm, part of the Huntsville plant.

WBAP plans to send an announcer and technician to Huntsville each week to handle the broadcasts, Likely that first high will have speeches by Gov. James Allred and prison officials.

# Sale Price of Stations and What Should Be Itemized as Values Divides F.C.C. Commissioners

Stand to take on delicate matter of judging reasonableness of amounts paid for broadcast stations has split the Federal Communications Commission wide open. Threatens indefi-nite delay in passing on the host of pending applications for permission to transfer controlling stock or to as-sign bloomer. sign licenses. Three different, hard-to-reconcile

to transfer controlling stock or to assign licenses.

Three different, hard-to-reconcile viewpoints were said to have been taken last-week when, at a session lasting several hours, the full membership engaged heated debate and made, next to no progress in establishing yardstick with which of measure public interest. Proposition extremely significant, since final conclusion bound to be scrutinized carefully in Congress and may be the cause of long and costly litigation. Repercussions might even involve constitutionality of the 1844 Communications Act.

Extreme views were taken by two factions, with the balance of power in the hands of the middle-of-the-roaders. Chief issue whether anything but bare worth of physical property shall be weighed in ruling on transfer pleas.

Ultra-conservatives contend there is nothing the statute which callows the Commish to look at the fairness of the sale price, although in the famous KNX case the PCC went to lengths to sustain its view that the \$1.250,000 cost was not excessive. This contingent says the only thing that concerns the government is whether the prospective buyer, has sufficient, resources to acquire and operate the transmitter.

Cost Element
Advocates of thorough egling of

sufficient resources to acquive and operate the transmitter.

Cost Element

Advocates of thorough ogling of price tags take exactly opposite stand. Because the amount paid for the property may have an effect on the property may have an effect on the rates charged and the nature of service rendered—besides possibly being inconsistent with the idea that licensees do not have any vested right in their frequencies and operating franchises—they insist the FCC cannot fail to weigh the cost element. Answer that it "abund to safeguard the public interest cannot veto transaction on grounds the price is too high.

Possibility of compromise depends on oratorical ability of minority which holds the Commish can express its opinion of the price but ought not be too, stern. Some an operating fraction of the price but ought not be too, stern. Some an lowance should be made for good will or going-concern value and probably for investment and pioneering osts, as well as for the actual worth of the plant at the time of the saie.

This intangible item has been the

crux of the problem, with some examiners turning thumbs down on any deal which involves amount over the original cost, the reproduction cost, or the depreciated initial outlay. Good Will Item

In the event the Commish decides to exercise control. further differences of opinion block the way to adoption of a concrete formula which will guide the industry. Some members believe there is ground for allowing good-will item; others—notably Chairman Frank R. McNinch—declare there is no such measurable thing in radio. Similar clash of minds, about permitting sellers to get something to compensate them for research, improvement of properties, and public service tivities.

them for research, improvement of properties, and public service tivities.

Considerable anguish about finding a way out of this maze, Engetment of legislation—either clearing up the vagueness attached to phrase public interest convenience, and necessity or specifically telling the Commish, what to do and how to do it in deciding on sales—may be the only solution. This would take time and lift the lid on the argument about Commish, past deeds.

Practioners at the FCC bar are overwhelmingly of the opinion that the act gives no excuse for blue-penciling a transaction on the ground of price. Privately, however, some barristers concede it would be well if the Commish has that authority providing there is some Jefinite derstanding about what Items may be included in the purchase figure.

Next most serious problem—newspaper ownership—is, being side-stepped deliberately. Presumably waiting for orders from the White House, with the President too harassed by other matters to give-mach thought to such a detail. Many of the sale cases involve publishers who want to muscle in on airwaved advertising and check competition.

None of the press pleas are up at present, although many are ready for decision. On direct orders from the Chaliman, the Commish has been ducking all requests where newspapers figure. Members instructed not to bother reading the record and individuals who have such cases to hurry about preparing a summary.

# OKLAHOMA OK FOR SALES

**★ Consumer Income Up 7%** 

★ Retail Sales Up 9%

\* WKY Business Up, Too!



WKY-OKLAHOMA CITY

Litaries Lularyt his Comming

REPRESENTATO E - THE KATZ AGENCY

# WLW Must Testify as Payne Ordered; All 500 KW Applicants Up Soon

Washington, March 1.

Long walt for chance to convince the FCC that superpower is and is not in 'the public interest' comes six weeks hence. Potential juice behands will get a hearing May 16 and thereafter. Clear channels which will hear about how fast they can jump are applicants for 500 kc authorizations as follows: WHO, WGN, KIX, WSE, WGZ, WHO, WGN, WJZ, WOZ WHO, WHO, WJZ, WOZ WHO, WHO, WJZ, WOZ And WOAL Commish rers provide for only 40, clear channels, though duplication exists at present on about 12 of the specified 40.

Reconsideration of the order re-

on about 12 of the specimical Reconsideration of the order requiring WLW, Cincinnati, to justify its exclusive privilege to use 500,000 watts and its status as the only-super-power transmitter in the country, was denied last week by the Federal Communications Commission.

was denied last week by the Federal Communications Commission.

Sticking by the contention of Commissioner George Henry Payne and its legal staff, the full group agreed that a single member has power to domand a public hearing on applications for concwal of special experimental authority licenses. Payne had set WLW down for formal inquisition Jan. 20, but the validity of his act was contested by Dutte M. Patrick, counsel for Crostey Radio Corp. While no formal explanation was fissued, Commish was reported divided on question of whether the order allocating one man the right to grant, deny, or st. pedule hearings on the special research permits.

Latest Commish action means that time—probably not until late spring or early fall—WLW will have to take the rostrum along with the 10 other broadcasters who wish tenioy the right to use ten times the maximum waitage now permitted. Pending a decision after the hearing. Cincinnati plant will be allowed to go missing more liuce than any

Cincinnati plant will be allowed to go on using more juice the than

#### **Denver Complications**

Denver, March 1

F. W. Mcyer, manager of KLZ here, has applied to the FCC for au-thority to construct a 250 watt day and 100 night 1.310 kilocycle station and 100 night. 1.310 kilocycle station in Denver. The Mountain Top Trans-Radio Corporation some weeks ago applied for the same rights. The Mountain Top application has been set for hearing March 14. Meyer, manager of KLZ, which is affiliated with the Oklahoma Pubaffiliated with the Okl

lishing Company, also owners of WKY, Oklahoma City, and KVOR, Colorado Springs, made the application as a personal move, with no connection between it and his present solve.

Also pending before the commis-Also pending before the commis-sions are the joint applications of KFEL and KVOD, both of Deriver, now on 920 with split time. KFEL is asking for full time on the 920 band, while KVOD wants full time on 630. Hearings have been held on the KFEL-KVOD matter with the com-mission taking it under advisement.

#### WTAM'S Theatre Tieup

Cleveland, March 1.

Talent-search staged by Warner
Onso theatres in five Northern
Onto towns is getting novel air cooperation of WTAM and E. R. Afoott, head of NBC artists service bureau here. Statior, has never been
approachable before on outside contests, but went into this one as part
of its new good-will policy established since moving into larger studios.

assnes ance moving into larger studios.

Promoter of idea is Nat Wolf, who is staging it in WB houses in Coshocton. Youngstown, Mansfield, Lorain for four weeks starting March 14. Winds up in Uptown and Variety theatres here. Top amateurs picked each week to tour circuit in vaude revue whipped up by Alcott, until weeded down to one winner weekly. Finals being aired by WTAM, with winner getting free trip to New York, screen test at Warner's Eastern studio and NBC shot from Radio City.

Everett Kemp Joins KOAM
Pittsburgh, Kansas, March 1.
verett Kemp, who was the origi'Uncle Ezra,' has joined KOAM

staff,
Will do his 'Happy Hollow' show
and several others station is in the
throes of plotting.

#### Main Street Interlude

Leynchburg, Va, March I:
WLVA did a bit of personal paging last week which turned out embarrassing all around. A lawyer anxious to get in louch with another lownsman of the same profession induced the same profession induced the station to broadcast the quest, with instructions that the wanted barrister call a 'certain hospital immediately. When the air-paged lawyer returned to his office from a leisurely lunch the place was jammed with sorrowing friends whose wives had heard the message and called them up. With the bunch grouped around him, the lawyer, figuring, like

With the bunch grouped around him, the lawyer, figuring, like them, that his family had been in a wreck, called the hospital. His aftorney friend, he found, merely wanted to inquire about routine legal

quire about routine legal matter.

Local paper got the story and gave it heavy play. Lawyer who got WLVA to do the paging said he couldn't understand what all the excitemen

# RICHARDSON **HEADS ALBANY** WATCHERS

Duell Richardson, mgr. of WOKO, Albany, is the new chairman of the committee of station men which is watchdogging for the broadcasting industry around the state legislature in Albany. Richardson's committee will co-operate with the advertising business in contending with bills that affect them mutually. The committee includes Kolin Hager, WGY, Schenectady, William Fay, WHAM, Rochester; Cecil D. Mastin, WNBF. Binghamton, and Sidncy Kaye, CBS.

While there are more measures. Albany, is the new chairman of the committee of station men which

While there are more measures than ever concerning radio in the legislature this session, the broad-casters haven't found much senti-ment favoring their passage.

Behind the plan, outlined in the McCall bill, of placing radio stations and radio companies under the supervision of the New York State Public Service Commission, is said to be the idea of tapping a new source of revenue. The measure would place them within the classification of public utilities, and, as such subject to the annual 2% gross income utility tax.

On recommendation of C.

On recommendation of Governor Lchman, the legislature added such a tax last year. Due to his insistence, the lawmakers probably will continue it for 1938-39, despite maneuvering last week by representatives of utilities, especially of subways and bus lines, to present a workable substitute tax. One proposal was for a 2% levy on theatre admissions proponents claiming it would yield \$1,300,000.

WHK's DX Auxiliary
Cleveland, March 1.
Short-wave station has been set up by WHK-WCLE for one day per week broadcasts, carried simultaneously with WHK's programs. Tagged, WaKNT, and managed by E. I. Gove, the new short-wave out of operates on 38,600 kilocycles with 50 watts power, each Wednesday from noon to midnight. First-broadcast carried Cleveland Symph or chestra and the Joe Louis-Nathan Mann fight.

#### POSTPONE MEETING

Elliott Roosevelt Huddle Delayed-

Chicago, March 1

Chicago, March 1.
Chicago, March 1.
Station men repped by the International Radio Sales outfit, which had
been scheduled for this week, has
been postponed for the time being.
Figured that the meeting came loo
soon after the NAB gathering in
Washington and that the station men
had to spend a little more time back
on their own lots getting things running smoothly. Meeting will likelybe held here later this mouth.

# **MORE ABOUT NORTHWEST**

Station KXRO.
Aberdeen, Wash., Feb. 24.
VARIETY 'Ass recently published considerable comment on Mutual in the Pacific Northwest, in which our station seems to have figured. Showaiter Lynch, of MacWilkens & Cole Agency, has pointed out the blanketing coverage that Mutual has on the Pacific Coast. In contrast, sundry other contributors have issued contradictory statements. Perpaps nothing so well tells the story as the recent listener survey carried on in Grays Harbor county by a certified public accountant.
While it is true that stations of the other major networks can be heard in this area, it is also true that their signal strength is not sufficient to assure them an undisturbed signal. The enclosed copy of our completed survey, remarkable though it may appear, is nevertheless a clear and unbiased picture of listener habits in this particular Northwest area. We believe it tells more concisely and more emphatically than problematical arguments our share of the Mutual story.

Ben K. Weatherwax, Program Director.
(Survey to which KXRO maker reference was made by J. William Caunt, C.P.A. On a basis of 2342 interviews it found the local station had 74% 'tuned' percentage at time of calls, against 26% distribution among 10 out-of-town stations.)

#### In and Out at KRLD

Dallas, March 1.
Gene Heard, announcer, is leaving Dallas Radio Station KRLD in near future 'to join staff of Gulf radio organization. Another present KRLD spicler, Jimmy Crocker, who was formerly with Gulf at Pan-American Exposition, is quitting microphone for sales department of Times-Herald station. ald station.

To fill the gap made by departure

from announcing staff of Heard and Crocker, KRLD is taking on Roy George of KTAT, Ft. Worth.

#### WHK's DX Auxiliary

# Declared Unfit to B'dcast, Takes Appeal

#### Duke Patrick Denies F.C.C. Right to Decide 'Morals' in Technical Violation of Eccentric State Law

Washington, March 1.
Judicial review of the Federal
Communications Commission's refusal to grant a construction permit
to the Asheville Daily News because
Harold H. Thoms, rag's editor, onepleaded guilty to a law violation, was
sought last week.
Contention that the FCC decision—
the public interest because of hispersonal and moral character—was
arbitrary and capricious was made
before the D. C. Court of Appeals by
Dulke M. Patrick, who raised the
question of whether the offense was
wrong itself and whether an individ-

# Mark Ethridge, Herbert Hoover Top Sentiment Polls Among Stations

#### Loucks' Statement

Washington, March 1 Washington, March I. Solid front against any charge for permits or any punitive taxation was promised by Phil Loucks, temporary head of National Association of Broadcasters, who started backfire immediately by pointing to the volume of taxes which the influence are also as well as the content of taxes which the influence of taxes which taxes taxed taxes are taxed to tax taxed taxes and taxed taxed

volume of taxes which the industry already pays.

"We will compile all sorts of data about the financial side of the question and will make a legal study so we can defend ourselves from both angles,' Loucks said. "The industry position has been consistent for many years and we shall fight to the limit against being singled out for any special taxes,'

# WIL SEEKS U.S. **COURT RULE ON FCC**

Washington, March 1. Validity of Communications Act

provisions by which the Federal Communications Commission regubroadcasting is challenged in brief field last week with the U. S. Supreme Court by Missouri Broad-casting Co., owner of WIL.

casting Co., owner of WIL.

Effort to gain a statement by the highest tribunal about the validity of FCC procedure was made in aftermath of the long-fought St. Louis case where the Star-Times was given the nod over both WIL and KSD. This is the proposition which drew a sharp rebuke for the Commish from the D. C. Court of Appeals, leading to complete reform of administrative procedure in reaching decisions on broadcast applications.

Although the Commish has reformed its habits in the past three
months, Louis G. Caldwell and Donaid C. Beelar, counsel for WIL,
urged the Supreme Court to state
whether it is valid for the regulatory
body to think up reasons after
reaching a decision: and whether the
intermediate jurists were right when
they said the "CC is not obligated
to make a full finding before taking a vote.

Another vital point is raised in the

ing a vote.

Another vital point is raised in the appeal. Top bench asked to say whether present licensees have a preferred status any tiff with newcomers sceking facilities.

A good part of the controversy in a present situation is pointless—to the present situation is pointless—to all practical purposes—since the FCC has changed its procedure. No longer announces decisions and then—after several weeks—gives explanation of the process by which it made up its mind. But there is much significance in the challenge of the Commish powers, besides the importance, attached to the question of whether WIL was damaged and the poser about the preferential status of an existing franchise-holder.

St. Louis, March 1.
On application of the Missouri Broadcasting Co., owner and operator of WIL, here, the Missouri supreme court on Friday 25) issued a writ of prohibition temporarily restraining Circuit Judge Frank C, O'Malley from enforcing an order requiring the company to produce books and records for inspection by John C. Leonard, a former employe of the station, Judge O'Malley issued his order Jan. 20 in a suit-filed by Leonard for \$35,000 compensation for is services from June 1, 1930, to October 31, 1935, plus \$1,875 as commission for selling radio time to achurch. hurch.

couren.

Leonard alleged he was employed to obtain evidence in support of WIL's application to, F.C.C. for an increase in its time allotment. With returnable. In 30 days, is effective until the court gives its final decision.

KTMS, Santa Barbara, lets class in radio technique at Santa Barbara State College air weekly experi-mental program over wavelength.

Washington, March I.
Elimination trials for the various individuals seeking or suggested for post of paid president for the National Association of Broadcasters tentatively set for coming week-end. Executive Committee plans to foregather at Nashville or Louisville to exchange reports on preliminary study of lengthy list and try to narrow the field in anticipation of the board meeting March 21.

Little progress toward pruning the

Little progress toward pruning the roster has been made so far, although individual members report they have collected much data about

though amountual members report they have collected much data about different persons whose names in the hopper. Far-fetched suggestions have been blue-penciled by the various committeemen but nothing in the way of preparaing a preferred list has been attempted.

Despite his announced unwillingness to consider the post, Mark Ethinidge of the Louisville Courier-Journal and WHAS is being talked up about as much as anyone. Whatever crystallization of sentiment is discernible throughout the trade involves him. Otherwise, no recognizable trends in behalf of any individual have set in since the special convention broke up two weeks ago.

ago. Herbert Hoover is liked as a pos-sibility but is strictly an unknown as to availability.

#### WASHINGTON BUZZ!

Washington, March 1 Proposed parson's paradisc, con-sisting of a 1 kw station in Philadel-phia to be turned over almost com-

phia to be turned over almost completely to clerics desiring to go on the air, shattered last week by unfavorable F.C.C. examiners' report. Suggested religious advertising religious programs and religious ownership-of the station failed to impress Commish attorney who discovered that proposed transmitter will be open only for the use of those whose creeds expound the Bible with the so-called 'fundamentalist interpretation'. Complete ban would be put on members of Catholic and Jewish faiths,

Catholic and Jewish faiths,

Local uproar over get-rich-quick scheme of the District Discount Association took a jump.out of most of the start of WRC-WMAL Washington NBC transmitters. Hearing that thousands of investors were in line to reap rich rewards in the chain-letter plan, which promised large returns on a \$5 investment as soon as the name of the signatory appéared at the top of a list of other names, NBC gang, from stenographers to top-officials, forked over the \$5.95 necessary to join up. Closing of the establishment Friday (25) alarmed the the NBC'ers temporarily, but latest reports were that most of them got their money back.

While WMAL-WRC spent all of its spare time during the week in signature.

while WMAL-WRC spent an or inspare time during the week in signing on the dotted line and waiting for the dough to roll in. WJSV, Columbia's local station, did not fall immediately for the old shell-game. Only two phone operators got burned.

Minor revolt against Chairman Mc-Ninch broke out in F.C.C. ranks last wcek. Upset schedule for 24-hour period. But the hard-driving chair-

period. But the hard-driving chairman got back at his colleagues.
After spending better part of two weeks in almost day-long sessions listening to arguments about higher tolegraph rates, minority balked at the idea of a 4:30 to 6 meeting to take up other matters. Insisted they were being driven hard enough—with early morning the only part to read mail and attend to office chores. Contemplated session was called off. But McNinch kept his colleagues going until after dark Friday and had the second successive Saturday session.

scssion.

N.A.B. has invited F.C.C. Chairman Frank McNinch to chow with the board of directors at their forthcoming March 21 session.

Unusual intimacy between the

regulators and the regulatees.

John Thorp, former sports writer, has taken over daily sports airings on KYW, Philly, formerly handled by Kerby Cushing: Cushing left the station to handle publicity for Villanova College.

# GOTTA REALLY WRITE 'EN

# Royal Warning NBC Employes And ASCAP TOUGHENS Outside Music Men on Logrolling TOWARD BANDMEN

John Royal, NBC program chief, last week took cognizance of the growing practice among broadcasting band leaders of exchanging plugs on songs that they have either written or published. He declared that his department is making an investigation of the situation to determine which leaders are to be warned and which are to be lold that henecforth the network's piogram department will lay out their nightly remote-programs.

will lay out their nightly remote programs.

Royal also disclosed that he proposes to tighten up on the publisher personal relations angle as it affects persons assigned to pass on such bands repertoires in NBC's program department. These employecs will be instructed to stop juggling around an orchestra's or singer's program so that some favored publisher can either make or top the week's recapitulation of network plugs. Royal said that this personnel will have their tasks shuffled and reshuffled until all vestiges of, favoritism have been eliminated from the department. Another angle that Royal is looking into concerns the complaint that musical

eliminated from the department. Another angle that Royal is looking into concerns the complaint made by publishers that musical directors, associated with certain of NBC's outlying managed and operated stations are dictating what local reps the pubs are to employ and how much they are to be paid. Royal said that he determined to maintain the best of musical standards for the network and that the popular music cleared over it must be based on real merit and entertainment value and not performed as a result of bribery, logrolling among writer or publisher-band leaders or the other personal relations between performers and publishers' contact men.

#### PHILLY SYMPH MAY **BRING BACK OPERAS**

Philadelphia, March 1.
Philly orchestra, which dropped about \$300,000 in opera three years \$60, may again present them next winter.

winter.
Season, if it pans out, will be limited to only a few operas. Huge deficit of three years ago was incurred by overzealous attempt at 30 performances, extremely heavy for Philly.

#### Bigamist Bassoonist A Break for the Boys

St. Louis, March 1.
Long lacking bassoonist, the orch in Missouris state penitentiary at Jefferson City, which gives weekly concerts in the chapel Sunday afternoons, is now complete. The inmate personnel boasts many good
fiddlers, pianists, trumpeters, drummers, etc., and these have been melded into a good orchestra. Butthe tooters figured they'd do better with a bassoonist. St. Louis, March 1.

with a bassonist. Their wish was realized two weeks sgo when William H. Kruse, bassonist, and former member of the Kansac City Philharmonic, was dressed in to serve 'two-spot' for bigamy. His musical accomplishments were soon learned by members of the orch and when his quarantine period ends Kruse will accept an invitation to join the other tooters in the regular concerts.

#### Nab Music Sheet Peddlers

Philadelphia, March 1.
Akenis of Federal Bureau of Investigation pirched a dozen vendors of song sheets within a three block area here Saturday. (26). They said a half-ton of the pamphlets was confiscated in the arrests, which followed several weeks of investigation. Vendors are charged with violation of the copyright laws on complaints filed by ASCAP, which said tong sheets were being sold, without payment of copyright fees. Philadelphia, March 1.

#### Midnight Swing Oil

Philadelphia swing addicts topped the antics of their New York brothers for the opening of Benny Goodman at the Earle

Line started forming at mid-night Thursday, using bonfires to keep warm. Friday morning; the services of 16 cops were needed to keep order.

#### **Publishers and Lawyers** Map Defense Strategy In Mills-S.P.A. Suit

Publishers and their lawyers met late yesterday afternoon (Tuesday) at the offices of the Music Publishers Protective Association to discuss the line of strategy to be pursued in the defense of the Songwriters Protective Association's suit against Mills Music, Inc. SPA wans the N. Y. supreme court to adjudicate the association's claim to the mechanical rights vested in the copyrighted works of its members. Samuel Jesse Buzzell, Mills' counsel, induced the MPPA several weeks ago to contribute \$1,500 toward the expenses of the case.

MPPA several weeks ago to contribute \$1,500 toward the expenses of the case.

Differences over Buzzell's defensive approach have already broken out among lawyers for other publishers. These attorneys feel that Buzzell should have given them a chance to look over his answer before he filed it so that they could suggest additional defenses. Yesterday's discussion included the question as to whether the defense should move for a dismissal or ask the court oassign the case for early trial.

Complaint filed against Mills contains two causes of action, one dealing with a writer's contract to which there was affixed a sticker agreeing to accept any terms SPA later obtained from publishers in general, and the other involving the acceptance of a composition from writers without such sticker being part of the contract.

#### Sue Musicians' U. Execs

Philadelphia, March 1.

Four exess of the Musicians' Local are charged with conspiracy to prevent them from getting jobs by three members of the union in an action filed in Common Pleas Court here last Thursday. Named as defendants are A. A. Tomei, prez; A. Rex Ricardi, secretary, Joseph Bossle, Sr., treasurer, and Louis Ionber, chairman of the trial board. Complainants are Leon Gordon, George Tipton and Alvin Schatz.

Men were members of the Carman Theatre band, hired by a contractor, Leon Saporita. Saporita lost the job and was fired from the Union when caught playing the \$51 scale job for \$40. His musicians likewise lost their posts, but three complainants were not expelled from the Local.

#### Now Write One

Hollywood, March 1.
Warners is preparing to give theatre patrons a course of instruction in how time and money is spent in readying the arrangement; for a three-minute tune. Short will be made under title of 'Arranging Arrangement's

Al Goodman prepared the script.

#### Merchant Writes Song

merchant Writes song
Salt Lake City, March 1.
Herbert S. Auerbach, wealthy local
deparfment store owner, cleffed
Midnight on the Range, and prairie
ballad is being plugged by Eugene
Jelesnik's orchestra at Hotel Uth):

Merchant's hobbies are scribbling poems and collecting western Ameri-can pioneer relic.

Chiseling Orchestra Leaders Heaping One Abuse After Another on Song Publish--Revolt Brewing-Out-of-Town Radio Conductors Very Dictatorial

#### 'BRING A PARTY'

Campaign to bring under control those band leaders who make a flagrant practice of trading plugs among themselves has already made itself evident within the music industry. While officials in the American Society of Composers, Authors and Publishers are maintaining, for obvious reasons, a guarded manner on the subject, it is 'understood that counteractive machinery has already been oiled that organization. Batonist-writers who either are on the membership roster of ASCAP have ambitions of getting into the Society will likely find the going tough from now on. It was reported that one such application was pointedly turned down by the writers membership committee last week. It is understood that the ASCAP

membership committee last week. It is understood that the ASCAP directors will conduct thorough probes into the actual authorships and sources whenever questions of membership acceptance or increases in rating are submitted in the cases of leader-writers or leader-publishers. Stiffening of the opportunities for bandmen within the Society has found its greatest support from among the writer members; who feel that their futures are as seriously menaced as those of the publishers.

#### That Nest-Egg

menaccd as those of the publishers.

That Nest-Egg.

Leaders in, both the writer and publisher camps of ASCAP say that they were fully aware of what is behind the spread of song writing and publishing among band leaders and their determination to pile up as many uses of their works as possible. The common objective is membership in the Society and a desire to build up a royalty nest-eng that they can look to when their leyduy as bandmen are over.

Another chiseling wrinkle that the music men have hopes of elimi sting from the business involves certain musical, directors of network managed stations outside New York. One of these makes not only a practice of dictating what local in an et to be hired by publishers and, how much they are to be naid but insist that his own singer be put on the payroll of some publisher as a local contactman.

Frofessional managers declare that the third major evil that is copressing the music business has to do with the increasing pressure that is heing brought to bear upo) them by cafe and hotel leaders in the matter of Suss's attendance. Bandmen are no longer content with having the pa-Continued on page 40)

Sitest attendance. Bardmen are no longer content with having the pa-(Continued on page 40)

# Max Dreyfus Cites Louis Bernstein Before Board: Avers Pub Used V. P. Post in the ASCAP to Best Him

#### Diamond Plaque

Chicago, March 1.
In recognition of his cooperation and aid in working out new
musicians deal with the Columbia network in St. Louis,
James C. Petrillo, president of
the Chicago Federation of Musicians has been made an honorary life member of the St.
Louis Iocal.
St. Louis musicians union
sent Petrillo a diamond studded
gold plaque with the proclamation inscribed. Plaque, which
has valuation of more than

\$1,000, was signatured in gold by St. Louis union officers, Sam-Louis union officers, Samuel Meyers, president; Kenneth Farmer, Clarence Maurer and Al Schott.

#### Petrilio's Thank You Note To Musicians for Helping Fight on Mechanicals

Chicago, March 1.

James C. Petrillo, head of the Chicago Federation of Musicians, has sent an open letter and message to the members of the Chicago local to thank them for their support and cooperation in the fight against canned music.

Petrillo stated that it was true that the Chicago local had lost approximately \$150,000 in wages since putting the ban on recordings in February, 1937, and that it is likely that some of the recordings that were taken out of the local jurisdiction may represent work that will never come back, but that it was a sacrifice which will be appreciated by all members of the American Federation of Musicians.

He further stated: Please remember that throughout all history some

He further stated: Please remember that throughout all history someone has always had to sacrifice in order that someone else could live and prosper. That is what the musicians of the Chicago local did, and again I am sure that everyone who knows the true story of this canned music fight can never forget the par played by members of the Chicago local. I am sure that where refere played by members of the Chicago local. I am sure they have no desire to forget same. Never during this canned music fight have we heard one member being dissatisfied be-cause he, or she, may have lost some compensation because of the record-ing and transcription ban.

#### STOMPIN' AT THE AFM

'Local 802' is the tag of a new number by Doris Fisher, daughter of Fred Fisher, songwriter. Santly-Joy will publish

Professional Music Men's benefit set for the Alvin, N. Y., April 24.

# Differences between Louis Bernstein and Max Direyfus over the copyright renewal rights to 'A Little Love, a Little Kiss' ('Un Peu d'Amour') have not only broken up a friendship of 38 years' standing, but resulted in the unprecedented citing of one publisher by another before the board of directors of the American Society of Composers, Authorand Publishers on charges of misusing his official capacity in the organization, Bernstein, president of Shapiro, Bernstein, and Co., and a v.p. is the society, is slated to appear before the ASCAP board this afternoon (Wednesday) to defend himself against Dreyfus' allegations. Dreyfus, who with his brother Louis controls Chappell & Co., the Crawford Music Co. and the Marlo Louis controls Chappell & Co., the Crawford Music Co. and the Marlo Music Co., charges that Bernstein had abused his office of ASCAP but by arrying on his negotiations for the renewals of 'A Little Love's with the French and British writers of the song through the Paris office of the American Society. Bernstein, who worked out the renewal contracts while in Europe last summer, is also accused of using the stationery of the same Paris office with the intent to imply that his dealings were of interest to ASCAP. For this Dreyfus wants Bernstein censured by the board. Very Bitter Clash between Dreyfus and Bernstein drastically brings to the surface a situation which has developed considerable bitterness among various publishers in the popular music field. This situation concerns the mad scramble that has been going on for months over the copyright renewal control of the English lyrics of the Song. How valuable the number still is on this side is indicated by the formation of the English lyrics of the Song. How valuable the number still is on this side is indicated by the House of the English lyrics of the Song. How valuable the number still is on this side is indicated by the French writer of the Unendered Unethical in the slightest degree. Dreyfus also accuses Bernstein of giving the French writer of the

It has also been stated that Bern-It has also been stated that pern-stein has obtained recently the copy-right renewal rights to such tunes as 'Somewhere a Voice Is Calling,' 'Love Sends a Little Gift of Roses' and 'Indian Love Call,' all previously published by Dreyfus firms.

#### Maybelle Weil's First

Chicago, March I.
New song, Tm Still Yours' was published last week by the (Well Whise Co., lirst new true sweed since operation of company has been taken over by Maybelle Well, widow of Milton Weil.

Song was given national introd Heller over NBC

# Jobber and Employee Escape Jail

#### Abe Schlager and Walter Zufall Draw Suspended Sentences in Music Book Larceny Case

Abe Schlager, partner in the job-bing firm of Ashley Music Supply, received a suspended sentence from Judge George Donnellan in General Sessions court Friday (25) and was put on three years probation. Schlager had pleaded guilty to at-

In the probation officer's report read before sentence was imposed it was disclosed that Zufalt had implicated Schlager as his disposal connection the theft of \$5,500 worth of music books from the Boston Music Co., Schirmer subsidiary. Mention was also made in the report of Schlager's alleged yeoniculion with the Dumas-Music pulpily (co., which went bankrupt Miseveral months ago. Report stated that Ashley is reputed to do a gross business of \$500,000 year and that Schlager admitted that his monne Schlager admitted that his monne has been from \$8,000 to \$10,000 a fig. Schlager had pleaded guilty to attempted Largery, in, the second degree. His defendant, Walter Zu the report of Schlager's alleged fall, who had been an employee of concetion with the Dumas Music guilt of Schirmer Music Co, for over Supply Co, which went bankrupt the Schirmer Music Co, for over Supply Co, which went bankrupt the Tom the court. It was explained that Ashley is reputed to do a gross take that leniency was being exercised business of \$500,000 year and that Ashley is reputed to do a gross take the second and promise had been so Schlager admitted that his meone Schlager admitted that his meone Schlager admitted to have been made to make restitution.

NO MOONL Prof. Mgr. Jerome Gottler, Louis I and Archie Gottler Gen. BAKER, THERE MURRAY S From the New Universal Production "YOU'RE A SWEETHEART" ETH Adamson RK 11 ш A SWE 0 U ΕW ň 2 Z S ENU رح ERFU A V N Smith and Mitchell 0 0 = sensational 0 S Z W 3 By Stuff ΕV ĸ S 1 6 6 STARS 7 6 Universal Producti THE Z RATIO Ξ MAD ABOUT SERENADE the New R P ( ÷ SONG Producti MARY"

# **Performing Fee Exemptions Go** Thru in Canada

Esting Bill exempting small businesses from paying fees to the Canadian Performing Rights Society passed through all stages the House of Commons last week and now goes to the Senate. It was accompanied by desk-pounding and applause from all sides of the Chamber. Introduced first in 1986 and again 1937, it got nowhere.

Bill has two main purposes—to force the CPRS to publish a list of the 2,000,000 musical numbers on which it claims to hold copyright and to exempt 'small' business men, such as restaurant owners and hotel men from being assessed fees for music played by radios or phonographs. It has been claimed that the Society, in addition to the money it collects from broadcasting stations, has been recessing, business, establishments. has been claimed that the Society, in addition to the money it collects from broadcasting stations, has been assessing business establishments which use radios to entertain patrons. It was charged in the House that CPRS employs spotters in different parts of the country to visit hotels and restaurants and make notes of musical numbers played over the radio. If a copyrighted number was played, owner of the hotel or restaurant was assessed a fee, \$10 being the minimum.

Secretary of State Fernand Rinfret accepted the bill for the government, agreeing that the point at which copyright fees should be collected was at the broadcasting end. The society would collect \$33,081 this year from broadcasting stations, he said, and added that no more fees should be paid.

#### Ramona Disentangles Self

Differences between Paul White-man and Ramona, singer formerly with the Paul Whiteman orchestra, have finally been ironed out. She has been granted a temporary okay to work with local musicians folhas been granted a temporary okay to work with local musicians following the patching up of the difficulties between Whiteman and herself. Singer agreed to abide by any decision made in her case at the board meeting of Local 802 to be held in June and accept any penalties meted out.

Argument between her and Whiteman, which finally resulted in her being placed on the local verbotenlist, was her walkout on a contract with Whiteman.

#### Gotta Write 'Em

(Continued from page 39)

(Continued from page 39)
tronage of a publisher's rep and a companion or two but insist that he bring a large party with him, if he expects to get any consideration for his current song releases. These professional managers declare that if the big party, indiscriminate openings and Sunday night angles continue and publishers are forced to concentrate their exploitation bankrolls in that direction, the future for contactmen is a dark one. Publishers can cut out the latter and use its money formerly paid them to make the rounds of the various spots with large parties.

Still auother twist that has come to rankle the music business is the citation by band leaders of the royalities und the publishers by ASCAP with the suggestion that there is no reasen why the leader shouldn't be publisher cannot see why his return from ASCAP should be the concern of the person to whom he is supplying the main material necessary to his (the leader's) livelihood.

Jack Mills has obtained the Americant in the content of the person to whom he are the man december of the content of the person to whom he is supplying the main material necessary to his (the leader's) livelihood.

0

00

C 1 5 n W

BBINS

0

**B** (

m the 20th Century-Fox

4

ш

S

Jack Mills has obtained the American rights to 'It's a Long Way to Your Heart' and 'Amoresque', the latter by Sid Phillips, from Cinephonic Music, Ltd. Another Mills acquisition of the past week is the score of 'Who's Who,' Broadway musical.

Bob Wright and Chet Forrest have written three songs for Metro's 'Three Comrades, for which Franz Waxman handled the score.

Horace Heidt recorded 'Dar-denella,' 'A Gypsy Told Me, 'Lillian' and 'Bewildered' for Brunswick.

# Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WJZ and WABC computed for the week from Monday through Sunday (Feb. 21-27). Grand total represents accumulated performances the two NBC links and CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, 'denotes film songs, † legit tunes, and 'pop' speaks for itself.

	Title Thanks for the Memory Sweet as a Song. I Double Dare You. Vinistle While You Work. I Can Dream Can't I? More Than Ever Ti-Pi-Tin Los Ge L Love Goodnight, Angel. Goodnight, Sweet Dreams Love Is Here to Stay. Always and Always. You're a Sweetheart Heigh-Ho There's a Gold Mine in the Sky. Bei Mir Bist Du Schoen Nice Work If You Can Get II. It's Easies Said Than Done.	Dubliches	Source	Tota	il cia	ils	Vocale
ч	Title	Paramount	*Big Broadcast	32	1	1	25
Ü	Sweet as a Song	Robbins	.*Sally, Irene and Mary	- 50	1. 18 1	5	21 19
9	I Double Dare You	Shapiro	*Snow White	. 24	1	2	16
9	Whistle While You Work	.Marlo	.tRight This Way	23		4	16
1	More Than Ever	.Miller	Pop	21	1 1 1 1	5	12 18
e	Ti-Pi-Tin	Contly Toy	*Outside of Paradise	18	. 6	4	111
ė	Outside of Paradise	Feist	*Everybody Sing	18	70 .700	1	8
d	Goodnight, Angel	Berlin	*Radio City Revels	17	3.70	2	13 13
-	Goodnight, Sweet Dreams	Chappell	*Goldwyn Follies	17		5	11
	Always and Always.	Feist	*Mannequin	-17	74.6	3	10
1	You're a Sweetheart	Robbins	•Snow White	16	200	6	10
	There's a Gold Mine in the Sky	Berlin	Pop	15	116	5	11
5	Bei Mir Bist Du Schoen	Harms	*Love. Honor and Behave	15		3	11
f	Nice Work If You Can Get It	Chappell	Pon	15		1	8
1	Somebody's Thinking of You Tonite	Schuster-Miller	Pop	14	125	1	11
î	Please Be Kind	Harms	.Pop	14	100	4	10
	Mama, That Moon Is Here Again	Paramount	Pon	14	1	3	9
c	You're an Education	. Remick	Pop	14	7	3	7
١	Just a Simple Melody	.Witmark	*Script Girl	19	10	2	10
1	Shack in Back of the Hills	Witmark	*Swing Your Lady	13	4.27	2	ii
	I See Your Face Before Me	Crawford	*Between the Devil	13	Treat.	3	9
s	Bei Mir Bist Du Schoen. Nice Work If You Can Get It. It's Easier Said Than Done. Somebody's Thinking of You Tonite. Please Be Kind. Mama. That Moon Is Here Again. It's Wonderful. You're an Education Just a Simple Melody. Shack in Batle of the Hills. Old Apple Tree. Let's Sail to Dreamland. Rosalie Dipsy Doodle. Taboo True Confession. Two Bouquets. Sweet Someone. I Simply Adore You. I Was Doing Allright. On the Sunny Side of the Rockies. Romance in the Rain. Ooh Boom. Shade of New Apple Tree.	Spier	*Rosalie	13	3.5	ĭ	6
۱	Diney Doodle	Lincoln	Pop	13	lead !	4	5
1	Taboo	Southern	.Pop	13		0	4
ŝ	True Confession	.Famous	True Confession	12		3	11 9
f	Sweet Someone	Feist	*Love and Hisses	12		2	9
9.	I Simply Adore You	. Ager-Yellen	Pop	12		2	7
S	I Was Doing Allright	Chappell	*Roll Along Cowboy	12	1/2	2	3
,	Romance in the Rain	.Red Star	. *Harlem on the Prairie	12	Ver so	0	2
1	Ooh Boom	. Santly-Joy	. Pop	11		3	10 8
t	Shade of New Apple Tree	. Chappell	*Rosalie	11	1	3	. 5
	At a Perfume Counter	. Donaldson	tCasa Manana Revue	11	12.	1	5
il	Sunday in the Park	. Mills	. †Pins and Needles	11		0	3
	One Song	Berlin	. Snow White	10		5	4
s	On the Sentimental Side	Select	.*Dr. Rhythm	9	2.15	3	7
9	Moon of Manakoora	.Kalmar-Ruby	Pop	9	1	1	6
5	I'm the One Who Loves You	.Gem	. Pop	9	1.0	0	6
	Did an Angel Kiss You?	Famous	. Pop		and the	1	
	Ten Pretty Girls	.Crawford	Pop		1100	2	6
	Love Walked In	Chappell	. *Goldwyn Follies	ં ફે		1	5
1	I Live the Life I Love	. Words & Music	. tFifty-Fifty		4.5	1	4
	Tonight We Love	Famous	*Romance in the Dark			3	3
,	Sail Along, Silvery Moon	.Select	. Pop		N	0	2
	Tune in O My Heart	Gubert	*Gul of Golden West			1	6
,	How'd You Like to Love Me?	.Famous	*College Swing	17	The leading	1	6
	This Is My Night to Dream	Select	*Dr. Rhythm		4. 7	1	4
-	Sinouetted in the Moonlight	. Harms	Hollywood Hotel	-7	3.3	1	2
	Some Day My Prince Will Come	Berlin	*Snow White		š	4	4
	I Wana Be in Winchell's Column	Feist	Love and Hisses			2	4
é	Josephine	. Feist	Pop	9.	3	ĩ	3
S	Every Day's a Holiday	. Famous	. *Every Day's Holiday	. (	300	1	3
	One Rose Left in My Heart	Shapiro	Pop		3	0	3
r	On the Sunny Side of the Rockies Romance in the Rain Osh Boom. Shade of New Apple Tree In the Still of the Night At a Perfume Counter Sunday in the Park Soo White One Song. On the Sentimental Side Moon of Manakoora Two Dreams Got Together I'm the One Who Loves You Did an Angel Kiss You? Ten Pretty Girls Shenanigan Love Walked In Love Love Walked In Love Love Walked In Love Love The Words Gould of My Heart Tonight We Love Sull Along, Silvery Moon Tune in O My Heart Tonight We Love Who Are We to Say. How'd You Like to Love Me? This Is My Night to Dream Silhouetted in the Moonlight In My Little Red Book. Some Day My Prince Will Come I Wana Be in Winchell's Column My Heaven on Earth Josephine Every Day's a Holiday Once in a While One Rose Left in My Heart Smoke from a Chimney Snake Charmer Toy Trumpe Dymee? Who Heart Is Taking Lessons You'd Better Change Your Tune. Down with Love A Gypsy Told Me Hometown	Shapiro	Pop	3	3	1	2
'n	Snake Charmer	Marks	Pop		S. A. C.	0	1
t	How Many Rhymes?	Circle	Rebecca of Sunnybrook Farm.		0.00	1	0 5
	With a Smile and a Song	Berlin	*Snow White		5	1 -	3
٦	Moments Like This	., Famous	. College Swing	- 1	5.	0	3
1	You'd Better Change Your Tune	. Agar-Yellen	Pon		5	0	3
ı	Down with Love	Chappell	†Hooray for What		- d	2	2
	Hometown	Crawford	Pon	-	5	0.	1
	1		er ob ereiter er e				

#### Music Notes

Billy Hayes, whose band is at the Hollywood, Philly, has cleffed 'Loo-ney Little Tuney' in collab with Tommy Gindhart. Exclusive pub.

'Dream of Me,' which Sholom Seunda and the Lief Bros, wrote for Tino Rossi, has been taken by Mills

'Hottentot,' pubbed by Schuster-

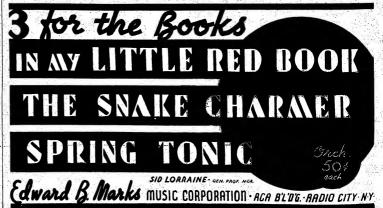
Miller, is Gerald Griffin and Paul Jimmy McHale's orchestra Tuesday Mertell's latest.

'Belshazzer's Ball,' swing piece by Joe Frasetto, wander at Cafe Mar-guery, Hotel Adelphia, Philly, has been accepted by Mills for immediate publication.

Ritty Brando, femme owner of Boston's Brown Derby, nitery, preems with Kathleen' as her first tune. Fox trot rode a WMCA-Inter City wire from WMEX, Boston, with

Warners assigned M.K. Jerome to write a song around the title, 'Boy Meets Girl,' for use as a theme song in the James Cagney picture of that name.

Al Dubin, of the songwriting team of Dubin and Warren, is back on Warners' lot after treatment at Johns



# On the Upbeat

Frank Trombar has been set for ored Elks of Newark at Mosque postthe Los Angeles Biltmore Bowl, stepping with 15-piece band March
17, when he succeeds Jimmie Grier,
who has had the spot four years,
hotel, Detroit, March 9 for four
Whiteman for several years.

King's Jesters, with Mary Ruth Milam, opened indefinite engagement Monday (28) at William Penn hotel grill, Pittsburgh. Booked by Joe Hiller for CRA. They replace Lawrence Welk, latter one-nighting until Friday (4), when he goes to Normandie ballroom in Boston.

Arree Noblemen, CRA cocktailer open at Statler hotel, Buffalo, N. Y. March 7. on first Statler-CRA der Former an MCA standby.

Former an MCA standby.

PAUL MARTIN, FRISCO, MAYBE FOR ST. REGI

Larry Kent's orchestra has moved into the Beverly-Wilshire hotel, Beverly-Hills, replacing Ted Fio-Rito, who goes into the Los Angeles Palomar March 9. Kent is followed into the Beverly-Wilshire March 17 by Harry Owens.

Jan Garber's orchestra at Topsy's, Los Angeles, replacing Red Nichols, who will barnstorm.

Ozzie Nelson bowed out of the Victor Hugo, Beverly Hills, but re-mains in the vicinity for his Sunday musical assignment the Feg Mur-ray broadcast.

Joe Marsala orchestra again newed at the Hickory House, N.Y.

Enric Madriguera orchestra debuts at La Conga March 3.

Jimmy Dorsey orchestra into the Hotel New Yorker last night (1).

Fats Waller orchestra scheduled for the Earle theatre, Philadelphia, week of March 4.

Tommy Dorsey plays Earle Philadelphia, March 11; Earle, Washington, 18; Stanley, Pittsburgh, 25 and Palace, Cleveland, April 1.

Ace Brigode opens at Gibson hotel, Cincinnati, March 3, for four weeks.

Charles Green, president Consoli-dated Radio Artists, was in Frisco last week for his first confab with Larry Allen recently appointed man-ager of the CRA office here.

Fals Waller hits Earle theatre, Hal Breitsky's orchestra moves Philadelphia, March 4. Date for Collinto the Bal March 4.

GOODNIGHT, ANGEL

SPEAK YOUR HEART

A Flock o' Hits from

ONE SONG

TAKE A TIP FROM THE TULIP SWINGIN' IN THE CORN

RADIO CITY REVELS The Greates Score in Years

THERE'S A NEW MOON OVER THE OLD MILL

"SNOW WHITE AND THE SEVEN DWARFS"

HEIGH-HO! (The Dwarfs' Marching Song)

THE SILLY SONG (THE DWARFS' YOUEL SONG)

BLUDDLE-UDDLE-UM-DUM Wishing Sorg)

The "Home on the Range" of This Generation THERE'S A GOLD MINE IN THE SKY

IRVING BERLIN, Inc., 799 Seventh Ave.

SOME DAY MY PRINCE WILL COME

WITH A SMILE AND A SONG

WHISTLE WHILE YOU WORK

Three Noblemen, CRA cocktailers, open at Statler hotel, Buffalo, N. Y., March 7 on first Statler-CRA deal. Former an MCA standby.

# MAYBE FOR ST. REGIS

San Francisco, March 1.

Special airing of Paul Martin's music over the nationwide NBC-Blue web from the local studios Monday (28) at 1:00 p.m. PST, was actually an audition for the board of the St. Regis Hote! in New York City. Arrangements for the broadcast audition, were handled by Charles E. Green, prexy of Consolidated Radio Artists. Inc., of Chicago, who is here on biz. If the deal goes through, Marti and his NBC musicians will go east in May.

Green auditioned another NBC act, Johniy O'Brien and His Five Harmonica Hi-Hats, last week for possible bookings in the east later in the sason. The group, with warbler Lora Tringali, goes into the Persian Room of the Hotel Sir Francis Drake next week.

#### Herbie Kay's \$962

Lincoln, March 1.
Lincoln, March 1.
Herbie Kay orchestra slapped the king Ballroom into its highest gate since it opened last spring when getting \$962 for a one-niter (25).
Group being routed by MCA souththrough the mid-west and then west to take up in the Cocoanut Grove, L. A., March 23 for a month or more.

#### Winston's Screen Test

San Francisco, March 1.

Jack Winston is set for a Warner Jack Winston is set for a Warner Bros. screen test following his gagement at the Bal. Tabarin in Frisco where he closes March 3, Winston's run of eight months at the niterie is the longest on record at this dine and dance spot.

#### **Buddy Fisher Using All** The Stunts in Dallas

The Stunts in Dallas
Dallas, March i.
Taking tip from the Horace
Heldts and Kay Kysers of New York
and Chicago, Buddy Fisher, veteran
vaudeville and night club personality
who now waves stick over band at
Chez Maurice here, is kicking some
life into local radio activities of
night clubs.
Dubbing his nightly sustainers over
WRR the Buddy Fisher Houseparty
of the Air, he is including everything but Aunt Jenny's hairpin in the
broadcasts and hopes to have that
by Saturday night. Everybody that
wanders into penthouse club is in
danger of being nabbed for word or
two over mike. One night Fisher
had dozen people picked at random
singing at once. Sounded terrible
but caught attention.
Fisher, who plays baseball in the
afternoonis, challenges everybody in
town to a game over the ether. He
also kids: local press seribes and
praises (or pans) rival bandmen.
His novelty stunts are catching on.
He even introduced a parrot a while
back. Is this where NBC got the
idea of parrot contest?

# **MORRIS AGENCY EXPANDS BAND BOOKING**

In line with the William Morris Agency's expansion into the band booking field, among its first exclu-sives is Jan Garber. Morris office

sives is Jan Garber. Morris office set the Garber orch on Grape Nuts with Burns and Allen, replacing. Ray. Nobie.

Morris agency handles Burns and Allen, as it does many another radio star, and because of a desire to book the entire show—star, supporting comics, singers, band, et al.—the idea of going into the orchestra booking adjunct came about.

#### Phil Spitalny Salute To Carrie Jacobs Bond: Girl Band's April Tour

Phil Spitalny and his femme or-chestra start a trek to the Coast, on personal appearances, opening in Buffalo, April 15, and thence west-ward. It's the first time west for the radio maestro and he wants the Hollywood bunch to glom his all-girl orchestra, with an eye to a pic-ture chore.

girl orchestra, with an eye to a picture chore.
For his March 28 broadcast, which will be comprised 100% of compositions by women composers, the venerable Carrie Jacobs Bond, now over 70, is coming to New York to participate on the program. The occasion is the award by the Women's Exposition of Arts and Industries of its medal to Spitalny as the best radio show. It's an annual honor and socialite event. Mrs. Oliver Harriman, chairman of the awards committee, will also do stint on the program, with the formal presentation.

tion.

Spitalny will do I Love You
Truly,' Just A-Wearyin' for You' and
End of a Perfect Day' as part of the
General Electric show's tribute to

General Electric shows triouse or Carrie Jacobs Bond, Spitalny has been signatured by Paramount to do a short in techni-color. It will be the first all-bind subject given this treatment. Pro-duction starts this week at the As-tona, studies toria studios.

#### Leslie Macdonnell in U. S.

Leslie Macdonnell, who represents Rockwell-O'Keefe in Britain and on the Continent, arrived from London

last week.
He figures on remaining country until March 17.

# 15 Best Sheet Music Sellers

(Week ending Saturday, Feb.	
*Whistle While You Work	Berlin
*Thanks for the Memory	Paramount
There's a Gold Mine in the Sky	Berlin
*Moon of Manakoora	Kalmar-Ruby
Ten Pretty Girls	Crawford
Dipsy Doodle	Lincoln
*Rosalie	Chappell
*You're a Sweetheart	Robbins
Sail Along, Silvery Moon	Select
*Sweet as a Song	Robbins
*Gypsy Told Me So	Crawford
tI See Your Face Before Me	Crawford
*You Took Words Out of My Heart	Paramount
*Some Day My Prince Will Come Along	Berlin
*Sweet Someone	
소통하는 사람들이 아내가 얼마나 가장 아이들은 가는 것이 아름이 살아 가는 것이 없다면 나를 살아 먹었다.	77.

• Indicates filmusical song. † Indicates stage production song.

The others are pops.

#### Palmer House Dated to '39 Pauley's Turnpike Casino,

Chiego, March 1.

Empire Room of the Palmer House has set dates for the return of four of its prime box-office bets, running from May until the close of the year.

Trom may until the close of the year.
Dated for re-entry into the room on
May 4 is Eddy Duchin,
On July 6 Veloz, and Yolanda
dance team come into the room. Not
yet set is the orchestra that will ccompany.

On Labor Day will return the Guy Lombardo orchestra. Lombardo will stick into, November when Wayne King orchestra is slated to return to the room and stay through the holi-day weeks and into 1939.

All bookings set through the Music Corp of America.

# Rebuilt, Opens April 1

Lincoln, March 1.

Turnpike Casino, three-floored dance spot being rebuilt on the site of the one burned last November, will be opened to biz April 1, cording to Manager-owner R. H.

Pauley.
Turnpike was known for consist-Turnpike was known for consist-ent handling of name bands and will be in better position to take care of the biz now with more adequate-floor arrangements. Construction is costing \$25,000.

Opening band has not been lected as yet.

Mickey Alpert orch now doing one-nighters. Being booked through Milt Kellem office, Philly.



WHO ARE WE TO SAY SHADOWS ON THE MOON MARIACHIE

GIRL OF THE GOLDEN WEST

By Sigmand Romberg and Gun Kahn From the MGM picture "The Girl of the Golden West"

#### ALWAYS AND ALWAYS

By Bob Wright, Chet Forrest and Edward Word From the MGM picture "Mannequia"

The Sensational Mexican Walts Song TIPLTIN

Music and Spanish Lyric by Maria Grever English Lyric by Raymond Leveen

THE ONE I LOVE

MELODY FARM

By Gus Kakin, B. Kuper and W. Jarmann From the MGM picture "Everybody Sing"

SWEET SOMEONE

By Mack Gordon and Harry Revel. From the 20th-Century Fox picture "Love and Hisses"

The Top Novelty Tune JOSEPHINE

By Gus Kahn, Wayne King and Burke Biven

Leo Feist inc.

1629 BROADWAY . NEW YORK CHESTER COHN, Gen. Prof. Mgs.

New Sensational Novelty Hit

# VHUSTELE

c H U G Hand ADAMS

. 799 SEVENTH AVENUE . NEW YORK CITY ROBBINS MUSIC CORPORATION

MURRAY BAKER, Gen. Prof. Mgr.

#### Unit Reviews

#### Star Spangled Jamboree (ST. CHARLES, NEW ORLEANS)

New Orleans, Feb. 27.
Hardeen, chorus of 20. Lorelei &
La Benuon: Five Eighns, Frank
Brooks; Tommy Scanlon, Sam
De Kemel; Harry Mirkin's orch;
Black & Blue; Bobby Todd.

Black & Blue: Bobby Todd.

Unit shows hit the boards here after a long lapse and come back with a vengeance. Harry Gourfain's show gives the natives and Carmit alvisitors a potpourri of acts. Menutis tasty and should fross plenty with two shows daily. Town has been marry for flesh shows Houdini, and the high-pot wins the house with his magic. Line is neat and pleases. Routines well executed, although not extraordinary.

Night at Minsky's' is an amusing burlesque on burlesque. Sirens Lorele and La Beauva have plenty of grace. Many of the acts are straight from vaudeville. The Five when they toss Indian Carmit Brooks, tap dancer, executes his routines well.

Local talent comes into the lime-

ian dancer, executes his routines well.

Local talent comes into the limelight when little Tommy Scanlon, nascot of the local police force, draws several encores with his singing. Lad to be tested soon by Warner's.

Sam Dekemel, formerly with Weaver Bros. and Elviry, has the gallery applauding plenty with his Bhy. Mickin leads the orchestra, many sand fills in on several novelty stunts. He and Don Donnelly pull some nifty patter. Glenn Mason, xylophonist, rest a big hand. Don Black and Denny Blue, acrobats, get applause. Barney Whitney does some likable crooning.

Bobby Todd, 'The Lady in the Banjo,' brings the show to a fitting close. Banjo is huge affair and swings over the lacks some of the me-

swings over bald-headed roy Although it lacks some of the m chanical co-operation, it strikes bizarre note. Liuzza.

#### ANN CORIO UNIT (FAY'S, PHILLY)

Philadelphia. Feb. 27.
Ann Corio. Judy & Gene. Allen.
Three Titans, Jimmy Lewis, Dan
Tseuber, Joey Faye, Bert. Grant
Four Kraddocks, line of 26.

Ann Corio's crew is strongest that's hit this town in some time. With Miss Corio as marquee draw, nifty line of 26, good comedy and a

couple of nice flash acts, combo has all that it takes.

Bx-doffer publics, especially written for her, and clever. First, I Can't Make My. Body Behave, and second, 'Aunie Isn't Stripping Any More.

Curtain ups to find four gals seated on swings. Remainder of line comes on for first of well-executed production num'es.

Curtain ups to find four gals seated on swings. Remainder of line comes on for first of well-executed production num'es.

Line of the comes of the comes on for first of well-executed production num'es.

Followed by Judy and Gene Allen, boy and girl tapsters, with heavy gusto, if not too much grace. Rou times are tricky and oke. Thus Tilans, nor at have fine physiques, well revealed in, their scanty costumes. Work smoothly, almost in slow motion, to precisely fitted music. Get tremendous hand-patter. Comedy number by Jocy Faye and Bert Grant is same team had been using for years in burley. Step bus seen had been using for years in burley. Step bus seen had come tumbling and pantonime. Cyew has trouble begging off. Show winds up with Miss Corio. Second chirp turn, another, gal number and recall of the acts by the principal.

#### BAND BOX REVUE (ROXY, SALT LAKE CITY)

Salt Lake City, March 1.
Millon Frome, Jo-Anne, Milo &
Marion, Fitz & Cahill, Johnson &
Diehl, Connie & Ben Smith, Bill
Floor's orch, 'A Damsel in Distract
(RKO), 'Blazing Barriers' (Mono).

Floor's orch, 'A Damset in Distress (RKO), 'Blazing Barriers' (Mono).

Band Box Revue' comprises excellent fleshers and turnstilles reflect hefty biz despite inclement weather. Jo-Anne, featured, is a stripper, who doubles on warbling. Spotted mext to closing, hefty blonde appears in effective peeling garb, thrushing 'Swing Me a Lullaby.' While Bill Floor's pit outfit plays 'Gettin' Sentimental. Jo-Anne descends from stage and mingles with cells. Yuding stage and mingles with cells. Yuding so the mild variety, either. House band opens with a medley of swing pops. Milton Frome, mc, introes and takes a turn singing. Straight chatter on introductions and handles assignment with ease.

Milo and Marion, in deucer, apply expert gymnastics. Hand and body balancing feats are meastly parts of the act and they click solidly.

It's been some time since a pair

of male legmaniacs appeared here but Fitz and Cahili were worth wait-ing for. Team displays fresh and tuneful tapping and their dead pan comedy routine is milked to the limit. At show caught, hoofers rated four calls, more than any other act on the bill.

four calls; more than any other aid, on the bill.

Frome's well received. He encourse with 'Song of the Range Target with 'Song of the Range Target with 'Gong the Range Target will be a some the sound of the third of the third

#### Prof. Billy Rose Does His Stuff for Studes And Lensers—and P.A.

#### By MARIAN SQUIRE

By MARIAN SQUIRE

For the benefit of N. Y. U. and
Columbia students, and dozens of
flashing cameras, Professor Billy
Rose undertook to explain the art of
the theatre Thursday (24). Seen
was Casa Manana, nee the French
Casino, whose chairs still bear the
red initials, F. C. Mr. Rose, also for
the benefit of the lensmen, addressed
the gathering of Columbia and
N. Y. U. drama and journalism students wearing Doz Rockwell's mordents wearing Doc Rockwell's mor-tarboard—while the audience, in po-lite murmurs criticized his somewhat unorthodox pronunciation, at inter-vals.

vals.

Sally Rand, appearing in a neat tailored suit, made a few ladylike references to the strangeness of being before an audience fully clad, and wound up with a moving passage from her scrap book to the effect that you have to reach the pinnacle before anyone tries to push you off—proving something or other.

you off—proving something or other.
Oscar Shaw demonstrated with a
medley Mr. Rose's contention that
songs hadn't changed in 20 years.
Fortunately, neither Mr. Shaw nor
Mr. Rose could hear the students'
disagreement with the theory, after
Mr. Shaw's exit. The boys and girls
were inclined to think Mr. Shaw's
selections dated, and that songs had
changed considerably.
Win Shaw wearing black and

Wini Shaw, wearing, black and purple gown, demonstrated why pro-ducer Rose hired her, by singing a couple of songs and was heartily approved.

Murmured criticism again rippled through the audience when Mr. Rose produced six dancing girls and six showgirls, illustrating how and why a chorus was picked. Most of the lads seemed to think they could have done a better job with 2,000 appli-cants a day (the figure mentioned by Rose) to choose from.

Rose, who spoke smoothly without notes, dropped such pearls of wisdom as 'A show isn't art just because you only get six people into your theatre,' and 'the way to make money is to give people what they want,' and other practical suggestions about financial success.

manical success.
Whether or not the lecture was particularly illuminating to the students, if will have achieved Mr. Rose's purpose if even a small percentage of the pictures snapped find their way into print.

their way into print.

The boys and girls, who avidly took notes throughout, will now contest with theses on the alternoon's enlightenment—winners to be entertained at Casa Manana. At which time Mr. Rose will very likely borrow Doe Rockwell's mortarboard again for atmosphere.

#### Peggy Seal to London

Peggy Seal, acro dancer, has been igned for the Trocadero, London,

opening April 4.
Set by William Morris.

#### Nitery Placements

Yevo and Doro, Garbo, N. Y.
Art Tatum, Famous Door, N. Y.
Charioteers, Kit Kat Club, N. Y.
Brito-Madriguera orch., La Conga, N. Y.
Jimmy Dorsey orch., Hotel New
York Care, And Charles Herbert, Hotel
Savoy-Plaza, N. Y.
Trinl Plaza, Arturo Cortes, Nannette Vallon, Latonita, Club Gaucho,
N. Y.
Ed Furman Bully Tatalog.

N. Y.
Ed Furman, Billy Lorraine, Margaret Young, Joe Howard, Rudy
Madison, Bill's Gay Nineties, N. Y.

# Roosevelt Cafe, Reading, Cal., Rules

All entertainers must be in the cabaret promptly at 10 minutes to eight clock ready for work.

o clock ready for work.

There are three shows nitely, 9:30, 11 o clock and 1:10 a.m. A 10-minute warning will be given when entertainers will leave the floor and get dressed for the show as quickly as possible. When ready to come in cabaret, stand behind stove or by stove in the cabaret. Do, not wander all over the cabaret in your abbreviated costumes. As soon as the show is over, retire to dressing rooms and dress, returning to the cabaret in 15 minutes.

All entertainers drink Bees and Bees only, while in the cabaret on No switching drinks with customers will be tolerated. For each drink you will be given a Bee check and these you will deposit in a receptacle provided on the music stand for you. When your drink is served, drink it before leaving the table.

vided on the music stand for you. When your drink is served, drink it before leaving the table.

No chewing gum or munching peanuts or candy during working hours. Girls may sit at the tables or bar, but not in booths unless with a customer. Do not burn up the matches the tables.

Entertainers who receive food as a part of their compensation will eat at the front counter during the day except during the hours of 12 and 1 pm. and 6 and 7 pm. After two clock, which is closing time, entertainers will order at the kitchen window and eat at the large table. Order your meal at that time, not later than 10 minutes to two, so it can be ready for you immediately after closing. Otherwise do not complain if you have to wait for your food. During working hours, each girl is permitted 10 minutes to have coffee and a bite to eat, but girls are to go singly and not to visit with customers.

Bee girls, etc., take your dishes back to the kitchen window. No food may be taken off the premises: You will be given checks to sign for each meal and during the day note time of eating on same. Food checks may not exceed \$1.10 per day.

Do not sit more than three girls at a table.

No girl is permitted to leave the building during working hours unless by special permission from orchestra leader.

No reading newspapers, books or writing letters during working hours. Girls will wear formals Saturday and Sunday nites, and sport dresses or afternoon dresses-during week-days.

Entertainers will not waste time with unprofitable customers nor spend their time in the cabaret during working hours with friends or relatives.

When orchestra plays good-nite song, bid your customers, if you happen to be sitting or dancing with any, a prompt good-nite and retire to your essing-room to get your wraps so that we can close up immediately and check the girls out. Please do not overlook this rule.

Any infraction of these rules will result in immediate dismissal.

Each and every entertainer is to do her best to make this a profitable engagement for the mana

Rehearsals will be set at a certain time for the new show opening Satur-

day. Please report promptly at the given time.

## Fan Dancer, Op Jailed

Philadelphia, March 1.

A fan dancer and operator of a nitery in which she was working were pinched Thursday (24)- night when patrolman decided to take a look in and considered the performance 'immoral.'

ance immoral.

Terper, Catherine Regan, 20, was held in \$1,000 bail and proprietor, John Potts, in \$500 for a further hearing tomorrow (Wednesday).

#### **EDDIE** MEDLEY

With ANN CROSBY In MAE WEST'S UNIT

This Week, PALACE, Chicago Week Mar. 4, RKO PALACE, Cleveland

East. Rep.—SIMON AGENCY West. Rep.: JACOBS-PERKINS Agoy.

# **HELD OVER 2d WEEK**

RADIO CITY MUSIC HALL, NEW YORK

"The Best Comedy Juggler . . . . "

Ed Sullivan, Daily News.

**BOOKED SOLID WITH SHEP FIELDS** TRANSCONTINENTAL TOUR

DIF.: MUSIC CORPORATION OF AMERICA

## MINOR AND ROOT

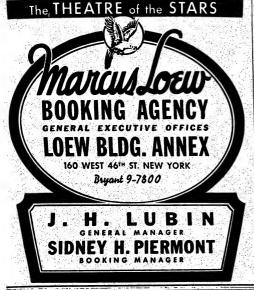
wish to thank Mr. Carl Byoir and Mrs. Elsie E. Hunter, for a pleasant eight weeks at the Miami Biltmore Hotel, Florida.

SAILED FEBRUARY 26th for Eight Weeks at the Casino Balneario Da Urca—Rio De Janeiro, Brazil

## AL GOLDEN

AND HIS ORCHESTRA

Now-YACHT CLUB, Chicago Met.: MUSIC CORPORATION OF AMERICA



# RUTH and BILLY AMBROSE

DOUBLING CHICAGO THEATRE and BISMARCK HOTEL

#### NCE and SELANDIA PRINCESS PRINCE and OF SCANDINAVIA

COMEDY AND BALLROOM INTERPRE ATIONS Second Week, ORIENTAL, CHICAGO

# **Chorus Control Verdict Due Today** At Special 4A's Conference in N. Y.

Dispute between the American Federation of Actors and Chorus Equity Assn. over jurisdiction of choruses in night clubs and presentation houses, is now slated for settlement this morning (Wednesday). Special meeting of the Associated Actors and Artistes board is, scheduled to decide the issue.

Both contesting groups filed replies with the board at a meeting Monday (28) afternoon, but a decision was postponed. Not only were. Mrs. Emily Holt and Henry Jaffe, American Federation of Radio Artists reps, absent (at a negotiation meeting with network officials), but it was explained a committee had to consider the AFA and CEA answers before a final judgment could be before a final judgment could be

consider the AFA and CEA answers before a final judgment could be issued. It had been indicated that the Four A's would award the jurisdiction to AFA. Reason for that wish of the Four A's is that it would be following the general policy of the parent organization in giving each member group full jurisdiction in its own field. Certain conditions governing the fjurisdiction have been laid down by the board. Monday's answers by AFA and CEA were reported to have contained provisional acceptance of those terms.

—AFA Opposes Curb.

While both groups seek the jurisdiction, they want it without any strings attached. AFA is understood oppose the restrictions on the ground they would constitute a violation of the federation's autonomy. CEA, which has always held the jurisdiction, claims it is entitled to refain the representation without the imposition of any restrictions. Reported that AFA's provisions were more reasonable than those of CEA. Expected that the verdict will favor AFA.

While CEA has previously held the

AFA.
White CEA has previously held the Jurisdiction, it had never made any effort to organize the field until the last few months, after AFA had sought representation, AFA already has jurisdiction over night club and vaude nringingles.

aude principals.

If Chorus Equity loses the deci-If Chorus Equity loses the decision, its activities in the future will be limited to legit, which has continued to shrink during recent seasons. Number of musical shows has fit a new low this season, with a consequent dwindling in the number of chorusers working. Only four musicals are current on Broadway, with two more being readied and a

musicals are current on Broadway, with two more being readied and a clock-type show on tour.

Equity, which controls Chorus Equity, has been working for some time on a proposal to absorb CEA but the problem has not been solved. Should CEA lose the nitery and vaude chorus jurisdiction, the matter might come to a head and a solution be forced.

\$125.000 Surplus

vaude chorus jurisdiction, the matter might come to a head and a solution be forced.

\$125,000 Surplus

Under Mrs. Dorothy Bryant, who resigned as executive-secretary of CEA not long before the present regime in Equity came the active power, the organization built up a treasury since to be in liquid state. Understood that by a vote of the chorus branch and Equity a merger of the two groups coult be made, with two groups coult no establishment in a strict and the strength of the four A's. All the four A's and in mention the International Alliance of Theatrical Stage Employees by name. It had been assumed the AFA resolution referred to the IATSE since its alleged flinting with that organization had prespot to the Four A's.

Despite Whitehead's statement the resolution was taken by the Four A's ovalty to the Four A's.

Despite Whitehead's statement the resolution was taken by the Four AFA. Such disloyalty, to feels, could action be taken against him or AFA. Such disloyalty could not be assumed in advance, according to his position.

#### Ella Logan with Lombardo

Ella Logan with Lomogrue

Ella Logan is scheduled for the
Paramount, N. Y., along with the
Cuy Lombardo orchestra on either
March 23 or 30, depending on the
run of the picture that follows Bucrun of the picture that follows Bucrange.

#### N. Y.'S RAINBOW GRILL TO RENOVATE: NO BAR

The Rainbow Grill, N. Y., informal nitery atop the RCA Bldg, may undergo a face-lift but it will not include a bar, other than the usual service bars. It's long been the hope of John Roy, managing director, to have a bar, but being in an office building the Rockefellers no like. The new molif, however, may include a snack bar idea to permit faster service to those wanting to make the theatre, but that idea now looks cold also.

The renovations may not necessitate closing down the room, however.

#### Court Tosses Belle Livingstone's \$500,000 Libel Vs. Vanity Fair

Seven-year-old \$500,000 libel suit Seven-year-old \$500,000 libel suit brought by Isabelle Hutchins, known far and wide during prohibition as Belle Livingstone, nitery owner during the non-alcoholic era, against Conde Naste Publications, Inc., was tossed out of N. Y. Supreme court Thursday by Judge Aaron J. Levy for non-prosecution. The action was filed in May, 1931, and was based on an article in Vanity Fair, which inferred that Belle Livingstone who, during prohibition, was always in inferred that Belle Livingstone who, during prohibition, was always in the hair of federal agents, sold bad liquor in her Park avenue and 58th street joints. Both places were padlocked by the snoopers and she was frequently under arrest. In its answer, upholding the accuracy of the story, the defendant added considerable more concerning her which it claimed it could back up with facts. Miss Livingstone was about to open another speak when repeal arrived. What has become of her since is a mystery, although she tried Reno for a spell.

#### **Barnstorming Organist Brings Flesh to Sticks**

Jesse Crawford, for 10 years a headline picture theatre organist for publix, is now touring the sticks under the management of Jack Lavin, former manager of Paul Whiteman. With a Hammond electric organ mounted on a truck which he bought for \$75, Crawford has been shifting small. Lawns the organism of the public organ to the public organ to the public organism of the public organism organ

he bought for \$375, Crawford has been hitting small towns through Virginia, West Virginia and Ohio on guarantees and is averaging \$1,750 gross weekly.

Driver of the truck is a Hammond organ-mechanic who sets the instrument up. Driver also announces and introduces Crawford. One and two introduces Crawford. One and two stands are played, with an average of three performances daily. Mostly lays off Sundays in the states thus far booked. Advance, ballyhoo provided the-atre managers includes eight mimeo-traphed stories and a trailer. Poster

atre managers includes eight mimeo-graphed stories and a trailer. Poster company has a line of one and three-sheets for sale. Jumps average about 75 miles.

sheets for sale. Jumps average about 75 miles.
Crawford does about 30 minutes per performance depending on what the theatre manager wants. Usually his date eliminates double features that day.
Crawford plays a midnight per

Crawford, plays a midnight per-formance next Monday morning (7) at Big Stone Gap, Va., then travels three miles for a regular Monday one-dayer at Appalachian. He's played towns that have before had a stage attraction of any kind. A new development of the four is Crawford's first non-cinema concert which is booked for the Academy of Music in Roanoke, Va.

#### NTG Into Congress, Chi

NTG, opens his revue at the Congress hotel, Chicago, for Ralph Hitz, March 8. Deal calls for a flat guarantee, and a percentage for Granlund. Rockwell-O'Kecte made

#### Keating's Crack

Crack at Broadway's past glory was delivered by Fred Keating, m., last week, at the Society of American Magicians'

Society of American Magicians' annual benefit. Introducing an act which had once played the Hollywood, Keating remarked: Maybe some of you older folks remember the Hollywood. That was on Broadway, the street right near the Palace.

# F&M to Spot 9 Stage Wks. In St. Louis

St. Louis, March 1.

With Fred Waring and his Penn sylvanians proving a strong draw at the 5,000-seater Fox midtown Fanchon & Marco has announced at

Fanchon & Marco has announced at least nine weeks of stages shows and possibly more. If all goes well the house, which was without stage shows for four years until Waring came along, will continue the stage entertainment until the Municipal Opiera season stats in June. Billy Gibert, Condos Bros, and Leah Ray follow Waring on March 4.

tollow Waring on March 4.

Mae West has been booked for a pa. for the week starting March 18.
Others skedded to appear here are units headed by Ted Lewis, Eddie Duchin and Rudy Vallee, and a personal appearance of Jane Withers and Joan Davis. Al-Lyons, who formerly m.c.d at F&Wi A mbassador, will be brought back to resume that stint at the Fox. Phil Spitalnys femme band also being dickered for While the management has decided against a price increase, an adjustment of the bargain time limit during the day almost equals an admissioned.

ment of the bargain time limit during the day almost equals an admission hike. The principal factor in the nine weeks' plan was the negotiations with the local tooters' union, which has been unwilling to accept any contract for less than 12 weeks and has refused spot bookings for that reason. The tooters will put in 20-piece orch, and the minimum they will collect weekly will behabut \$1,300. There will be no line girls.

Loew's, downtown, wanted to bring Judy Garland, the Metro juve player, here for a p.a. the latter part of March, but dropped the plan when the tooters demanded 12 weeks' employment.

#### THE HOLLYWOOD, N. Y., LEASED; STAYS EATERY

Hollywood Restaurant, N. Y., will not reopen as a dance hall, but will be continued as an eatery. An out-of-town group is stated to have leased the property and will reopen with the idea of cashing in on the World's Fair.

There will be a bar on the street floor, where there has herctofore been drug store. Negotiations with the creditors for the nitery's assets are expected to be closed shortly.

shortly.

#### N. O. Cops Hold Man In Cafe Purse Thefts

New Orleans, March 1.
James Sherman, 34, was held on charge of stealing pocketbooks of the tables of the swank Roosevelt Blue Room while the owners were

dancing.

Police believe Sherman's arrest solves similar purse snatchings in other night spots here.

#### RUSSELL'S DETROIT SUITS

Detroit, March 1.

Detroit, March 1.

Harry Russell, beef-frust impresario, who lost all his law suits against his entertainers after they broke away from his banner, won a judginght last week against of his former pupils

Harry Jarkey, m.c. whom Russell trained to handle recues and who then broke contract, was ordered to pay Russell a \$50 damage.

## ADD: WINTER RESORT TIME

Henny Youngman returns to the Laurel-in-the-Pines, Lakewood, N.J., spot March 12. Frances Faye fol-lows the comic, also on a repeat March 19. Set by Abner Greshler.

# **Det. Cafes Face Strict Regulations** After Sweeping Probe by Officials

#### SHEA'S, BUFF, RETURNS TO VAUDE ON APRIL 15

Buffalo, after a long vaudeless period, gets flesh on its boards agai when Shea's Buffalo reverts to combo bills starting week of April 15. Paramount will book.

1b. Paramount will book.
Public poll on live talent was
conducted by the Buff in using Ferde
Grofe to baton a pit orchestra during
the last two weeks.
The Buffalo, before going into
straight films, was a deluxe stageshow spot. Budget for the renewed
policy will be ample. Phil Spitalny's
all-girl orchestra will be there opening week.

#### F. E. Powell, Magico, Dies in New Haven At 82; Society Dean

Frederick Eugene Powell, 82, ma gician contemporary of Harry Kellar and Alexander Herrmann, died in New Haven, Feb. 27. He was the inventor of number of outstand-ing illusions, but was also a suave and accomplished sleight of hand artist, patterning more after Kellar

arust, patterning more after Kellar, than the more spectacular Herrmann. On the death of Kellar, he was voted Dean of American Magicians by the Society of American Magicians.

Powell was educated to be an engineer and mathematician. At 19 he held the chair of intermediate mathematics the Military College of Pennsylvania. The previous year he had become interested in magic and gave amateur performances for his friends. In 1878, he determined to put his manual dexterity to use and made a tour of the southern states. In 1880, he was emboldened to try his success in New York.

He came into prominence with his illusion, 'She,' based on the their tremendously popular novel of that title by H. Rider Haggard. A young woman was enveloped in a sheet, with proper hocus-pocus and the sheet set affame, burning to ashes as it fell to the stage, the woman reappearing to finish the act.

A little later he presented his 'Noah's Ark' in which cobinet fashioned in the semblance of biblical ark was placed on tresties and shown to be empty. At a pistol shot the doors opened and innumerable animals were paraded from the structure by twos. Both tricks were widely copied, Herrmann offering Cremation, while Carl Hertz did much with the ark.

Later, he devoted himself to the spiritualistic tricks. Much of his apparatus was used by Kellar in his own expose of fake mediums. On his retirement, he presented the Society of American Magicians with the original spirit cabinet used by Kellar, at a meeting of the Society of American Magicians with the original spirit cabinet used by Kellar, at a meeting of the Society of Mercican Magicians with the original spirit cabinet used by Kellar, at a meeting of the Society of Mercican Magicians with the original spirit cabinet used by Kellar in his own expose of fake mediums. On his retirement, he presented the Society of American Magicians with the original spirit cabinet used by Kellar, at a meeting of the Society in November. 1934.

He twice suffered the loss of his complete collection of apparatus,

his work.

Funeral services were held in New Haven, yesterday 'Tuesday' afternoon, A second service will be held today (Wednesday) under auspices of the New York Society at Riverside Memorial chapel, New York.

## **Admits Cugat Theft**

Roy Upshur, handyman at the Earle, thearte, here, confessed, Sadar-day, that, he stole a \$1250 recording from Xayer Cusar when Curat He-said he hocked the strument.

Upshur was nabbed when other employees became suspicious of his activities the locker room. He gave police name of a fence to whom he sold a \$30 ring and a \$100 watch, stolen from the theatre, for \$1 each. Philadelphia, March 1.

Detroit, March 1

More stringent police regulation of local niteries, resulting from legis-lative probe of Detroit conditions, go into effect this week and must be complied with before licenses will be renewed or granted. Licenses come up for renewal in the spring.

Drawn, tip at parley of city officials, following testimony on nucle acts, mixing and inadequate dressing s, new regulations provide for

rooms, new regulations provide nor the following:

Dance thoors must contain minimum of 400 square feet in one space; employees must not be allowed to iningle with patrons; separate and adequate dressing rooms must be provided for male and female entertainers; bright lights must be used at all times and entertainers must be booked through state-licensed agencies;

booked through state-licensed agenetics.

Latter has been a state law for some time, but never fully enforced if enforced this time, it'll mean all out-of-state bookers will be required to take out Michigan licenses, or book through a Michigan-licensed agency.

Witnesses before the state legislative committee, which is probing the conditions, last week declared that strip-tease acis were used in spots and that entertainers were forced to mix with patrons, else. This was denied by Police Censor J. M. Kollar and by group of agents.

Eleanor O'Rourke and Mapie Duggan later and testified that strip acts were being used in some niteries, Two other witnesses; femme entertainers, whose names were withheld by the committee because they said a 'blacklist existed among agencies,' testified that their acts were canceled blacklist existed among agencies, testified that their acts were canceled when they refused to mix and ap-pear in the nude, painted in bronze preparation.

preparation.

Recommendations of the legislative committee, expected to complete its weeks-long hearing this week, will have to await the next session of the state legislature, although most of the remedies are included in the Detroit regulations being promulgated this week. It's understood committee is convinced of at least one thing, severe curtailment of number of local cabarets.

Philly's Probe Kickback
Philladelphia, March 1.
Special grand jury peeking into
crime and vice in Philly is sending
out its own investigators to check on
itgors alses by niteries after Saturday midnight, deadline. Almost
solid shutdown on dispensation of
the joy water at curfew has resulted
at the larger spots in town.
However, ops of the more important dine and danceries have complained to the state liquor control
board that they have been harassed
by grand jury investigators while
the converted house joints were being allowed to go strong. Board
excess denied their men were making
any check, which led to identification
of the official o.o.ers.

Liquor board declared it is not so much interested in Sunday closing times as in watered drinks, refilling bottles to escape tax, and lewd

#### Whiteman's 1-Niter To Preem Paradise's Name Band Policy

Paul Whiteman preems the name band policy of the Paradise tatirant N. Y., with a one-night appearance there March 18. Bunny Berigan, scale show orchestra and a rhumba combo will also be included in lineap.

New show is in relicarsal, lith all bit Whiteman is stay on for at least two weeks living only for two more. Wan a Marie Corp. of America field, graft plans name crows resultant on its revised setting, which includes climination of convert, unitainium and location charges.

Reary does not affect any of the

Reary does not affect any of the mplayees of the nitery. Spot went into a 77B to prevent creditors from crashing down. All talent is being paid, says the Paradise, and biz has increased since inaugurating the new

# Burlesque Reviews

#### REPUBLIC, N. Y.

Republic's current French Follies' dossn't rate as high in entertainment value as some of its past presentations. Gals take first honors this week with inadequate comedy running a dismal second. This of new-more raises been added to the stock lineup here since the house was last caught. Al Pharr, comediant Doris O'Grady, stripper, and Ai Ling Foo. O'riental interpretative dancer. Alfreda Hall, colored tapstress, is also mey replacing Rudy Toombs.

Comedy dispensed by Franchister of the first present of the first part of the firs Republic's current 'French Follies'

#### HOWARD, BOSTON

'HINDU BELLES' Boston, Feb. 27.

\*\*HINDU BELLES\*\*

Boston, Feb. 27.

'Hindu Belles, a Hirst cog in its rapidly diminishing wheel, headlined by Hindu Wassau, recently of Billy Rose's Casa Manana, N. Y. show, is good 126-minute show, eaten up by sellout audience opening day.

Strip teasers are okav particularly the svette-figured Miss Wassau, whose sophisticated peelling gets over bie. Blonde has load of s.a. June Marshall, brunet, and Honey Bee Keller, voluptuous blonde, also clist as strippers always a favorite here, uses his corking inebriate act to provoke laughs. Billy Fields, diminutive funster, and Happy Hyatt, avoirdupois comic, are able, albhough Fields could bolster a bit. Mimi Reed, dancer, has s.a. anlenty, and part ularly okay on timing. Her music and scoring are good, too. Femme's terpsichores rate the high brackets. Carney's two daughters, from the line, vocal Bei Mir' and offer a tap. They then join with Carney in a tap. Kids are cute ant can hoof. Three Gerton Girls, tomboys, on a bievele and with

knockabout, pratt falls, etc., click solidly.

Miss Murshall is also a canable tapster. Red-haired Betty McKee taps, but no steady and the same and

#### IRVING PLACE, N. Y., FIRE UNDER PROBE

Fire of undermined origin which ruined the stage of the Irving Place burlesque theatre New York early last Tuesday (22) morning is under investigation by the N.Y. fire dept. Blaze started on the stage and spread to and ruined draperies, scenery, and the first two for three rows of orchestra seats. It forced the house to shutter one web before its application for license renewal was due to be heard. Property is owned by former district attorney Crane and leased to Tony Miccio operator.

Tony Miccio, operator.

#### Young's Burley Exit

Canton, O. March I.
George Young, Cleveland burley
producer, has stepped out as promoter of stock burlesque at the
Grand opera-house here after three
weeks of spotty business. Stock run
will continue, new management tak-

#### Cafe Chain Skedded By Hardey, N. Y. Op, On Gay Nineties Idea

Bill Hardey, head man of Bill's Gay Nineties, is going into the chainstore biz with his mauve decade funstering. He's arranging to license the Gay Nineties formula in key cities, specializing in the bars of the varispecializing in the bars on the various hotels. Theory is that the hotel of the lesser towns is the capital of the night life and the bar the focal point of everything. By installing a chain system of old school songstering. Hardey is already getting considerable response.

siderable response.

He has a priceless assortment of old theatrical programs, handbills and kindred props, and also an array of talent to route around the new

Hardey is working a Gay Nineties Minstrels radio show, having a di-

Minstrels radio show, having a direct sponsor interest and is counting on the mike buildup to further the chain system idea. He left, Monday (28) for Miami to work on the radio script idea for three weeks.

Margaret Young is opening tomorrow (Thursday) at the Nineties. Frances White, still doing her 'Mississippi' and 'Ohio' in baby-ribbon getup, opened there last week, but not likely to stick. Joe Howard, vet songsmith, is back at the Nineties.

#### Saranac Lake By Happy Benway

moter of stock burlesque at the Grand opera-house here after three weeks of spotty business. Stock run will continue, new management taking charge this week, with John Santry as house manager. It is understood Young will retain an hierest in the revamped company. An almost new cast will replace the company, brought here by Young. Policy of the house will remain the same, with performances nightly, three matiness and midnight show Saturdays.

Al Trahans' Divorce

Reno, March 1.
Yukona Cameron, wife and vaude partner of Al Trahan, is here for a divorce.

Hirst Circuit

Week of March 5.

Smart Set—Lytic Allenwen, Moniton Cameron, Will Rogers Memorial Hospital: Welly Also Edith Lemlich, John Louden, Peggy McCarthy, Edward Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Michnoff, Richard Moore, Minna Morse, Margaret Newell, Roy Nun-Peggy McCarthy, Edward McGushion, Lucile McKay, Henrietta Mc

Weeks, Henry Wunsch, Jules Zwil-

Also Riss Kelly 19 Broadway;
Jimmy Cannon, Northwoods sanatorium; Harty and Charli Barrett,
302 Broadway; Helen O'Reilly, 44
Main street; Katharine Keenan,
Northwoods sanaforium; Ray Ketchem. 39 Ampersand acenue; Lillian
Mansfeld, 110 Main street; Claude
Lawson, 102 Lake Flower avenue;
Lester Sheehan, 54 Park avenue;
Manny Lowry, 44 Baker street; Alice
Carman, 47 Helen street; Joe Mc
Carthy, 68 Franklin avenue, Garry
Sidgreave; 28 Church street; Happy
Benway, 91 Broadway.
It's freezing and snowing up here
and the native's are going nuts
We've been having summer weather
lately. Also Russ Kelly 19 Broadway;

and the natives are going nuts. We've been having summer weather lately. Dr. Karl. Fischel. (Will. Rogers.) back from the big town with a mess of new routines for the ozoners. Lucile McKay and Al Boerner will leave here with okay paper. Ruby Hess, who took a nerve operation; out of the hospital and back to the Will Rogers spick and span. Bide Fidler doing nicely. Robert Burk, who put over Strange Loneliness, hit song, writing new numbers while ozoning. Will bear look-seeing. Hubert Carlson's frau in from Kansas City, Mo., for a look-see at her man, who's doing oke.

Jean Grande has regained her voice. She's now ordering seconds in the Will Rogers diming room. Ed (Will Rogers) McGushion's mother doing well after sight siege in New York.

Things that make this little column a big issue: 'We shall always remember with deep gratitude yours and the Vantery's comforting expression of sympathy.' From note which came from Mr. and Mrs. Thomas Brady.

Lee Lamarr and her Swingettes have folded and gone to an Albanight spot.

(Write to those you know in Sar-

night spot.
(Write to those you know in Saranac and elsewhere who are sick.)

#### • 15 YEARS ACO • -

Bert Lytell at the Orpheum, Frisco, in a playlet done at a Lamb's gambol. The Valiant.

Kimberly and Page were at the Chicago Rialto. Have been in England so long American audiences have forgotten them.

Paramount Pep Club gave a dance at the Commodore, Advertised two weeks work pictures at the ar the Commodore, Advertised weeks work pictures at the Astoria plant for the prettiest chorus girl. Girls got in free by asking for Nils Granlund, Thomas Meighan and Tony Moreno the judges.

Valeska Surratt trying again with a new version of her playlet, 'Silks, Satins, Calico and Rags.' Edgar Al-len Wolf rewrote it, but still it wasn't so good.

First half of the bill at the N. Y First half of the bill at the N. Y. Palace so good it hurt the second half. Included Fannie Brice and Bittmore orch. Miss Brice did nine songs. Billy Van and Jim Corbett had the next to shut and held it down nicely.

Charles Ahearn was rapidly getting away from his old cycling act and shining as comedian. Romping at the Colonial and laying them out cold.

North American Co: was going to revolutionize business with a wired wireless service, with paid per-formers. Public went for it in the big way expected. Now known Muzak.

Chicago judge handed down a de-cision to the effect that theatre peo-ple are not workingmen and not liable to union jurisdiction. Decision favored Bert Earl, who had a girl

Bennington and Scott off the bill at Loew's Palace, Brooklyn. Ben-nington, monopede, lost his stage leg and could not replace it.

Announced that some \$2,500,000 would be spent on renovation of summer parks.

Capt. Irvin O'Hay hired to do ad vance promotional work for Louis Mann and George Sidney. To speak before organizations and clubs Idea started by Channing Pollock for The Fool' and growning in popu-

Herbert Corthell took a slam at thin Toledo audience. Told them take a good look at him th never would see him again.

# **NVA BENEFIT'S** \$7.000 GROSS

National Variety Artists first benefit since becoming strictly a social organization three years ago grossed \$7,000 at the Alvin, N. Y., Sunday

night (27). Net will be around \$3,500.

Money will be used to maintai
the clubrooms at 223 W. 46th street,

Where the NVA benefits formerly

N. Y.
Where the NVA benefits formerly filled the Metropolitan opera house, this one scarcely filled the much smaller Alvin. Many of the advertised names failed to appear, though they were sufficient to carry the entertainment well past 11 p.m. M.c.'s were Arthur Hartley, Jay C. Flippen, Jack Osterman and Harlun Dixon.

NVA's charity end was dropped three years ago when show business turned over the sanatorium at Saranac Lake to the Will Rogers Memorial Commission a permanent memorial to the actor. At the same time the NVA's relief for indigent metal control of the sanatorium at Saranac Lake so the Will Rogers Memorial Commission.

and Eighth avenue.

Last year the NVA went through a reorganization, with the one-mad dictatorship of Henry Chesterfield eliminated. Ruling powers passed on.

eliminated. Ruling powers passed on, to a board of governors. Lou Handin, attorney, was elected president, with Chesterfield retained as secretary. The club then moved into its present quarters in the former £ B. Marks publishing house costing the NNA \$2,100 yearly. Its income now is strictly from membership dues and benefits such one at the Albin, the NNA not sharing in the annual Will Rogers Fund drive in the theatres.

#### Bill Robinson's Vaude Dates After N. Y. Nitery

Bill Robinson will play few weeks of theatre dates after his cur-rent run at the Cotton Club, N. Y., ends. Dancer has a verbal agree-ment for the Keith-Memorial, Bos-

ends Dancer has a verbal agree-ment for the Keith-Memorial, Bos-ton, opening March 17, with any fur-ther dates subject to his recall by 20th-Fox for films. His contract with the studio pires in August and calls for three more pictures so the studio might order him westward almost immedi-ately when the Cotton Club folds its current revue.

Leo Robin and Ralph Rainger have been assigned by Paramount to cleff the songs for Give Me a Sailor, replacing Frank Loesser, who is held on 'Cocoanut Grove' numbers.

#### Bell's Hawaiian **Follies**

Week Feb. 25, Rivoll, Mancie, Ind. Mar. 4, BKO, Colonial, Dayton Mar. 11, Shubert, Cincinnati Mar. 18, Palnce, Cleveland

Mat. BOB HICKS PAGE 314-21st Avenue ALTOONA, PA.

RENEE HOUSTON

# SIDNEY FISHER

PICCADILLY, LONDON, ENG.

ALWAYS WORKING

## Whitey" ROBERTS

NOW—FAY'S, PROVIDENCE SRD TIME IN A YEAR MAR. 4, 5, COLONIAL, NASHUA

BACK HOME AGAIN

#### DOLLY KAY ROYALE FROLICS, CHICAGO

## TO WHOM IT MAY CONCERN

The piano book which disappeared from the bandstand at the Hotel Plaza's Persian Room, New York, last week, contained 17 individual compositions especially arranged for the professional performances of VELOZ and YOLANDA.

Among these were five original, unpublished compositions, which were written and copyrighted by Frank Veloz.

This is formal notification that public performance of any of these original compositions, without the written consent of Frank Veloz, will be prosecuted to the fullest extent of the law.

(Signed) Veloz and Yolanda

# Magicians' Show Is Vaude Revival; Keating M. C., Does Bird Cage Trick Benny Davis, Margie Knapp, Bobbe Joyce & Jackie Strong, Don Hoton, Rose Blane & Tiny Wolfe, Dorse of Course Power of the Butler, Butley, Blake, Three Wiles, Ruby Judy Blake, Three Wiles, Ruby Zwerling's orch; "Mannequin' (MG).

Annual benefit of the Society of American Magicians, one of the few remaining occasions on which a bill of old-fashioned straight waude can still be seen in New York, was held last Wednesday 123) at the Heckscher theatre. Performance is always a tribute to the scouting abilities of Sam Margules who digs up acts, some of which are seldom seen in New York. As in the past, there were some bright soots in the show, and some not so bright.

Six acts featured magic. They in-

were some originations and some not so bright.

Six acts featured magic. They include Foo Ling Xu, Lu-Brent, Herman Weber, Siems and Kaye, the Maginis and the Ellons. For variation there was a ventriloquist, the Great Lester, and a quick-change artist. La Follette, Fred Keating was master of ceremonies. All things considered the production run off smoothly, hardest work of the evening being done by the "Skater's waltz," which worked not only in three-fourths, but did triple time. Toughest individual job of evening was handled by George Wagner, Exturston assistant, and annually on hand backstage for these affairs.

Besides doing his m. c. chores,

Besides doing his m. c. chores, Keating did his bird cage trick—and did it well. He explained he had always considered it, the slickest thing in show biz until he met the president of a certain picture com-

thing in show biz until he met the president of a certain picture company.

La Follette's quick change act, familiar only a few years ago, was a novelty to many present. While Lester worked overtime on his veneringuism and satiated the and state of the was highly competent. There were all types of magic, from the whirtwind sleight of hand to the Chinese variety and magic with terpsing. Boxes and barrels were for the most part absent. But there was the magician with the bedside manner and a pair of black close-fitting not tights which might have been sensational on the company of the property of the most state of the property of the most state of the property of the property of the property of the most state of the property of the property of the property of the magical fraiernity. Statements made error to sponsor such a performance or a commercial Brandway venture could be repeated with as much truth now as then.

#### ROXY, N. Y.

Paul Kirkland Co., Condos Bros, leanne Brideson, Bee Ho Gray & Co., Eleanor Tennis, 12 Dancopator Gue Foster Girls, Paul Ash orch, Sally, Irene and Mary' (20th-Fox), eviewed in this issue.

Sally, Irene and Mary (20th-Fox) reviewed in this issue.

With Sally, Irene and Mary on the screen and a strong rostrum revue, the Roxy is headed for a nice gross, this week. Stage portion is particularly bright, a skillfull blend of talent, variety, considerably to the control of the stage of the stage

soupes, or the meshed curtain ensupes, or the meshed curtain enorder 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
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 cont

and, of course, now are a bit of a name on the heels of their 20th-Fox filmusical chores in Wake Up and Live and Happy Landing.

Jeanne Brideson, talending.

Jeanne Brideson, talending.

Jeanne Brideson, talending, and the seem wisely held to a fetching tango solo, then segueing into accomping Eleanor Tennis, ballerina, in her solo. Latter is nicely presented on a blackout background, through serim. Bee Ho Gray and his stoog, with his yippee comedy, are nicely introed by the ensemble's cowboy opening routine. Gray's yowling covote is a novelty topper-ofer. The 12 Dancopators are male rhythm steppers, doing their stuff well ith steppers, doing their stuff well ith finale Tyrons when the film finale Tyrons when the film finale Tyrons her film finale good opening night for the film, did bend, introed by Paul Ash.

#### STANLEY, PITT

Pittsburgh Feb 27 Eddie White, Helene Denison & 12 American Rockets, Ross Wisse, Jr. & June Mann, Paul Sydell & Spotty, Judy Garland, Dave Brondy's orch; Paradise for Three! (MG).

This is last of WB de luxers, five 10th anniversary shows and only fitting and proper that it should top them all, which it does hands down. Judy Garland assures that rating, youngster delivering as few others have around here in several seasons, Lassie has the mob tearing up the seats, swinging her slight, lithe frame in syncopated jig-time, and dusting off the rafters with her rhythmic loleatings. Her 'Bei Mi'r is very slick. They were still begging for more when she finally got away after four numbers at show caught. Jack Carroll dishes out some stellar accompaniments at the piano.

Anything trying to follow Miss

paniments at the piano.

Anything trying to follow Miss Garland is immediately behind the eight at the control of the control

with his vocal dialectics on Sam You Made the Pants Too Long.

Rockets, six gals and six boys, open with a colorful ensemble tap, working apart from Helen Denizon, who does one on her own, a first-rate toe number. Out of gear with remainder of bill but she makes it stand up never the less. The control of the part of

Dave Broudy's house crew work-ing from the stage again and maestro gets into the proceedings, too, stoog-ing for Wyse. Cohen.

Dave. Broudy's house erew working from the state again and meastrogets into the proceedings, (on. stoogs

BROAD, COLUMBUS

Columbus, Feb. 27.

Merty, May, Herbert forem, Mar
form Leury, Early May, Herbert forem, Mar
form Leury, Clark & Eaton, Del. Curmen;

Arsene Leury, Early May, Herbert forem, Mar
form to place it may be a search other, Initial semi
seminin of male.

Fast-paced revue opens with girls

at switchboard, other members of

form forming. Manks are used again

in finale.

Mar

#### STATE, N. Y.

This season's unit assembled by Benny Davis is not his best; but it is far from the worst. Plenty of entertainment, and more variety of talent than Davis usually carries.

lertainment, and more variety of talent than Davis usually carries.

Regardless that the songwriterme. has always had a habit of monopolizing the spot when his acts are working, he does know how to pace and lay out a show. However, now he doesn't edge into the spotlight as much as in the past. His personal patter is not stock stuff. When he's at the State, his comments are a bit and the state of the state

consists of many singles. Act, though not new, has that semblance to an extent. Hoofing of both and Masters: patter and Miss Rollins foiling are good to the semblance of the se

#### STRAND, B'KLYN

Burns, Moriarity & Deil, Henny Youngman, Ed Ford & Whitey, Lita Grey Chaplin, The Kraddocks, Rob-ert Reynolds, Teddy King orch; Somes Blondes Are Dangerous' (U).

Me.' Should get somewhere with care and instruction. Tenor pipes need velvetizing. Looks and manner that the second of the secon

#### LYRIC, INDPLS.

Indianapolis, Peb. 27.
Art Jarrett, Tommy, Mack &
Tommy, Halligan, Cappy Barra Ensemble, The Remmys, Selbys, Geraldine Ross, Ted Lester; 'Kid. Comes
Back (WB);

House is in its second week of presenting acts in revue fashion, which pit orchestra again on stage. Art Jarrett, as in c, droops but scores in his own spot next to closing with four pop songs.

House orchestra opens with a specialty featuring two of its members, Johnny Jackson and Henry Walkins. Boys have worked out well their own lyrics on songs exploiting the merits of the instruments they nlay clarinet and pretzel horn. Turn liked. The Selbys, boy and kin, do a couple of Cuban dances. He doubles on the trumpet during once Ordan Followed by Ted Lester, who has numerous instruments under his coat, which he pulls out and blays, retting laughs as the instruments get larger. He starts with a fite and ends with a saxophone. Good novelty.

Geraldine Ross does acrobatic

acting laughs as the instruments get larger. He starts with a fite and ends with a saxophone. Good novelty.

Geraldine Ross does acrobatic dancing languorously. Mugging gets few laughs. She has several good not have the same straight. She has several good the same she had been so that the same she had been she had b

#### PALACE, CHICAGO

Chicago, Feb. 27.

Juanita & Champions, Steve Evans,
Moore & Revel, Jack Powell, Male
Sextet, Mae West; Double Danger
(RKO).

Quick running show being held down to secure sufficient turnover. Appears to be, more patrons than possible to handle, due to Mae West's personal appearance.

Nothing else seems to matter here, though there is a good show to go with Miss West. Juanita and Her Champions are a fourgir! skating, turn, who do wirls for the most part. Steve Evans, on the opening day, filler-in for Medley and Duprey, who were indisposed. Evans Tolishdrunk impersonation is good. Moore and Revel are solid burlesquers halfroom dancing and satisty. Jack-Powell gels through fast in his click-rowell gels through fast in his click-ing drummer act.

Fowell gets through test ing drummer act.

Miss West is with six men, who open with neat vocalizing of songs introduced by film star. Miss West has excellent session with glood, eaten up by crowd, handling her material deftly. Surefire entertainment.

Loop.

#### **ALHAMBRA**

(PARIS)

Paris, Feb. 20.
Marcel Sutra, Bespaty, Fabrazy,
Natol, Rancy, and Curre, Lucient
Goldy Orch., Camille (MG).

After several attempts at straight vaudeville, then to pictures, followed by mixed programs; house has at last-hit-something which will priombly keep it open for a spell. One of the biggest things against showcase had always been its bad location, but present setup, while not big time, has neighborhood appeal, low prices has neighborhood appeal, low prices are to specify the service of take as large a gross, but class of show allows for profit.

Starring is Marcel Sutro, young

profit.

Starring is Marcel Sutra, young baritone, comparatively new. He is still a bit all at case under the soot but his voice will probably keep him there. Voice lacks rounding out the makes the most of what he has the most of what he had the most of what he has the most of what he had the had the head the most of what he had the most of what he had the had the head the he

Dut he makes the must of what he had not have been as a Bapally and bartner.

Open team a Bapally and bartner, but of the mothing extraordinary, but of the had nothing extraordinary, but of the prezy, mc, who libs sings, He is a permanent fixture here, singing one which he calls song of the week. Singing nothing extra, but good enough here.

which he calls song of the week. Singing nothing extra, but good enough here. Natol follows with sones, whistling and imitations. He should forget his voice, for his bird whistlin and ani-mal amitations are all that are worth while.

Rancy and Carre present eight horses and six nonies in the usual stunts. Horses are hambered by lack of space when there are six or seven on at a time. Ponies work is smoother.

Best work is done by Lucien Goldy's orchestra, spotted at the beginning and end of voude. There is, dire need of comedy and dancing to break up long line of singers. Hugo.

#### PAR, NEW HAVEN

New Haven, Feb. 27.
Don Zelaya, Ben Beri, Dr. Hoffman, Mile. Lorraine, Pansy the
Horse, Dorothy Miller, Gertrude
Briefer; 'Jury's Secret' (U).

Horse. Dorothy Miller. Gertrade Briefer; Jury's Secret. (U).

Nicholas Boila's production lays itself open to ribbing with the title. Can You Take It?! The answer will be No. as far as locals are concerned, biz being tepid opening weekend. Unit, however, its nicely mounted, swings along at a pepy pace and carries enough variety to the control of the carries of ordinary dance routines well, and Gertrude Briefer contribs an acrospecialty that exhibs some nice control work. Ben Beri works in top hat and tails for some nifty juggling. Has a keen sense of comedy and slips in several good tricks. Mile. Lorraine does dance against a group off with a front of the same and line girls polymer of the control work. Ben Beri nor songs at mike, looks nice and does okay by the warbling. Dr. Hoffman follows with his novelty. Think a Drink turn. Gets audience response by providing any requested drink from an apparently empty shaker. Florence Mayo, with Pansy the Horse, spotted here for some nonsense with back to a cole-paint dance. Hen Bon Zelaya at the ivories. He mises piano-pounding with chatter, at times a bit too suggestive in describing music's effect on human analomy. Finale is a series of rhumbas, starling with line and continuing through principals.

#### EARLE, WASH.

Betel Plaza Pancho Ore Neliz & Folanda Hotel Roosevel Guy Lombardo C Lukewela Orc

Gay, Combarjio Ote
Luiteweb, Org.
Hister Saive, Phase
Hister Saive, Phase
History Saive, Phas

Gen. Hull Ore Dolly Indus

Betel Walderf-Asteria Leo Reisman Ore Nävier Cugat Ora Sheila Baerett Gower & Jeanne Hetel White

Kelly Rev Club-Maurice Rocco Ord 19ck Wade Toyre Beasley Allow Harris Pearl Pathes Charloteers Teldy Hale! John Cooper

Dorothy Rhodes
Lame
Eddle Davis Ofe
Joseph Smith Ore
Julie Gillesple
La Conga
E Maddiguera Oro
Hida Salazar
La Marquise
Karol Kane

# Variety Bills

NEXT WEEK (March 7) THIS WEEK (Feb. 28)-

nnection with bills below indicate opening day of show, whether full or split week

#### RKO

BOSTON Boston (3) nes Gum mpo semary Deerl c Hyde nei Carroll

Janel Carroll
Al Benic
CHICAGO
Pulnee (4)
Chester Hale Girls
Monroe Bros.
Sara Ann McCabe
Gill Lathill
Dawn Tagi Dawn Tagf (25) Mac West Moure & Revel Jack Powell Milton Watson

Midley & Dupres Justifa & Chanita (INCINAVII Shahpert (4) Ted Lewis Occ. Jane Withers CLEWELAND Magazia Miton Watson Miton Watson Miton Watson Junnita & Changa Daya (25) Colonial (25) Ted Lewis Occ.

ON A - WEEK — 2

Stay at the ROXY, NEW YORK PAUL KIRKLAND Dir.: LEDDY & SMITH

#### Loew

Sinte (3)
Krane 2
Vac & La Marr
Lita Grey, Chapt
Buck & Rubbles
Mitt Britton Ove
COLUMBUS
Offic (4)
Judy Garland EVANSVILLE Majestle (4) Sunkist Vanities

NORPOTK
State (4)

Helotric (3)
State (4)
State (4)
State (4)
Barney Rapp Oro
Billy Gilbert
Allen & Kent Co
WASMINGTON
Capitol (4)
Larra (4)
Marion Daniel
Marion Daniel
Marion Daniel
Marion College
Mar

DURHAM Carolina (8th only) Ina Ray Hutton

Paramount

NEW YORK CITY
Paramount (2)
Clude MgCoy
Mitzl Green
Nicholus Bros
BLUEFIELD
Granuda (5th only)
Ina Ray Hutton
Buffalo
D'Arieca

GREENSBORO Carolina (10th only Ina Ray Hutton HOUSTON
Metropolitan (5)
Blackstone Blackstone
MIDDLETOWN
Farmount (3d only)
F RALERIGH
Ambusonidor
(11th only)
In Ray Hutton
WISSTON-SALEM
Carollen (8th only)
Ina Ray Hutton Buffulo. (4)
D'Arleca
CHICAGO
CHICAGO
Chleago (4)
Sheb Eleids Orc
D'ANYILLE
Rilato (7th only)
Inz Ray Inton
DETROIT
Michigan (4)
Benny Davis Co

#### Warner

PHILADELPHIA Earle (25) Benny Goodman Or Johnny Woods Eunice Healy

WASHINGTON
Entle (4)
Rila Rio Orc
Marc Bros & B
Don Restor Orc
Phillips & Kote
Edua Junis
(25) PITTSBURGH
Similey (25)
ody Garlandy
elene Denizon Coant Sydell
ddle White
coss Wy Jr Co Paul Gurdon Caroline Manners Billy Cithert Bryant, Raines & Y Sinchite 2

# Independent

INLIANAPOLIS Circle (4) Circle (4)
Buddy Rogers Orc
Lyrle (4)
Art Frank

Irene Vermillion Co Big Apple Rev Reynolds & White 6 DeCavilos

## London

Week of February 28 Astoria D. H.

Pointer 3 Canterbury M. H.— 13t half (28-2) Lucille Beustend Moran & Elof 2d half (3-6) Tonnus Westward Dudley's Midgels Duminle Gracie Schenc Co Invisible Bay

DumGracie Schene Co
Invisition Town N
CAMBER TOWN N
Toni Bound & Prin
Suny't Hys
Rary Holmston
Grandin
Joyce Gla

CLAPHAM
Granada
Teildy Lloyce Gle
EAST HAM
Granada
S Namedils
Gendes Brus
O'Sliea & Joen
Fields Bu
Garrey, & Mad
Gendes Brus
Garrey, & Mad
Bee & Mistie
Conrad's Piscase
Gliffe, Mad
Rubbes & Brundt
Rubbes & Bres

February 28

[Ploids 184

HAMMERSHIPE

HAMMERSHIPE

HAMMERSHIPE

SILNGTON

HIBS Hall

JOHN HARD

JO

Pavon.
'We-Three'
STRATFORD
Broadway

Des & Maisie Courad's Pigeons STREATHAM Palace Herschiel Henierg TOOTING Granada Ted Josce & Gis

WALTHAMSTOW Grounda Addison & Sylvia Jun Zalski Regrie Redeliffe Bohby Howell Ed Chris Charlton

WOOLWICH

#### **Provincial**

Week of February 28

ABERDEEN
Tivell
The Guise Seymours
Poster & Clark
Lassiter Bros
Sam Barton
Joe Termini & Pine

Turner Layton CARLISLE Stainless Stephen CHATHAM Ritz Billy Cotton DUBLIN Collety

Gulety Les Allen J Maskelyne Co. Anna Rogers Anna Rogers
Adanos
Lily Moore
Great Garcias
Leon & Kiki
Percy Pryde
Red Fred

EDINBURGH.
Reval
Reval
Scandinaviar Circus
Jackie. D. & PunKINGSTON
ENTOYANI
MENTOYANI
Organica
Scandinaviari
Organica
Scandinaviari
Scandinaviari
Revalum
Standinaviari
Revalum
Revalum
Standinaviari
Revalum
Standinaviari
Revalum
Standinaviari
Revalum
Standinavia

f Gartion Sis
Tominy Trent
Aloue Bould Sis
Tominy Trent
Aloue Bould Sis
Lift ERPOOL
Shakespeare
Watdin's Dave
Engley & Dave
Rarrows
George Betton
Pat Ejrkwood
NANNON
Clapham & Dwye
Fred Hudeon
Addedity
Archie Juve Bd
Archie Juve Bd

#### Cabaret Bills

NEW YORK CITY

Ann Gale Hanson How'd & H Angela Velez 3 Little Sachs

Barrel of Eun Shub Mosely Orc Clayton & Dunn Hertrude Dwyer Bennett Green

Bertolotti's Berteletti's
Don Sylvio Orc
Angelo's Rhu'ba
Ivy Cole
Ivy Cole
Inne Carroll
Anne White
Little Sachs
Laura Deane
Renee Villon

Bill's Gay Ho's Bill's Gay nor Ed Furman Billy Lorralus Margaret Youn Joe Moward Rudy Midison Ethel Gilbert. Spike Harrison Henry LaMorr Frances White.

Casa Manan

Cuia Manaii
Abi Jiwan Oro,
Joe Candullo Oro
Joe Candullo

Club Gancho

Los Gauchos Oro Dimitri & Virgit Trini Plaza Numeite, Vallan Arturo Corfes Lutonita

Club Yumnel Clib Yumuri Elisco Grenet, Ore Amanda Castro Or Rosita Orlega Manchito Teddy Rogers Rosita Rodrigo Løllin Gamez

Metel McAlpie.

J Mesaner Oro
Jenne D'Arry
González & Mennen
Mofel Ng. TarkezJimmy Dorsky OreHoll Kherlie.
June Ritch more
Jarry, Blaine Oro
Jess Praniklin
Cass Praniklin
Linton Mesaner
Linton Mesaner
Linton Mesaner
Bainbrinow & Cotion Club
Cab Calloway Ore;
Bill Robinson
Cip. Tap & Toe;
Avia Andrews
Tramp Bu bleers
Chorala terrs
Teddy Jiale
Dynamite Hook
Freddy James
Toudelyu

Don Alberto Ore-Normita Jose & Patricia Soyillahus Pousio Alvaréz Asuncian Granados Holel Piceadilly

Famous Door Louis Prima Ore Art Tatum Johnny & Geo

Garbo
Garbo
Alhert Malanga Ore
Daron Gyldenkrone
Yevo & Doro
Sylvia Kirk
Peggy Alexander
Greenwich Village
Cusino
Bay Olyses

Chelno
Ray O'Hara Ore
Alleen Cook
Helen & Tom Nip
Joe Lane
Jean Buzonte
Peter Ramiali
Carolyn Knight
Valerie Dumont
Hal Hixon

Sonny Kendls Oro Benny Venuta Thurston Crane

Hurston Crane
Hote) Billmore
Horace Heldt Org
Bob McCoy
Larry Colton
Lysbeth Hughes
Art Carney
Jerry Bowne,
4 Kings

4 Kings
Helel Bossert
(Brooklyn):
Will McCune Ore
Hotel Commodore
Red's Nova, Ore
Middred Bailey
Hotel Ellison
Blue Barron Ore
Hotel Fasse House

Vee Lawnhurst
Motel Clinte
Eddi Lane Oro
Hotel Lincoln
Isham Jones, Oro
Kalifeen bane

Hotel McAlpin

La Murquise
Karol Kane
Trini Plaza
Muriel Weich
Prank In Salla
Silverton 3
Maria Vortes
Prank McParians
Dolores Rogers
Cefa Lee:
Ann Stu
Latterlin-the-Pines
(Lakewood, N. J.) Peter Ramiali
Carolyn Knight
Valerle Dumont
Hal Hixon
Jean Jordan
Jean Vickera
Havena-Madrid
Nano Radrigo Or Sacarras Ore
Carlos & Carlos
La Gitanlia
Taplar & Dores
La Minumuita
La Minumuita Jerry Livingston Le Con Rauge

Don Marton Oro. Geo Sterney Oro Charite Benl Hawallan Yacht Club

Tindiale ...
Leon & Eddle's
Lou Marlin Ore
Clurence Easter of
Congla Sothern
Lane, Tree & E
Trent Petterson
Lat-From Tr
3, Komicg
Lat-From Tr
1, 100 Clurence
Cookle Williams
Lat Plant Bloom
Later of Clurence
Cookle Williams
Later Bloom Bloom
Later Bloom Bloom
Later Bloom Bloom
Later Bloom Bloom
Later Club
Bob Matsu Ore
Dorn Bros & M.
Mildred Law
Bobby Short.
Margie Knapp
Marle Austin
Bobbie Short
Hickery Hous Joe Marsala Oro Peggy Newton 3 Peppers Helel Ambassador Dick Gasparre Oro Holland & Hart

Le Rubun Bleu Hope Einer.

Hafel Astor unde Williams Or Ragiusky Orc Hatel Belmont-Plaza

Beverty Walshire

Nick Cochran 3 Debutantes Muzzy Morcelleno Ted Piolitio Oro

Ted Piolite Ore
Bilimore Rows
Jimor Strier Ore
Julia Cibson
Ochment 2:
Wing Loo Tr
Ernee Holden
Willard & Hurley,
I thay Inn. Basesi
Cufe De Paree
Dorathy Blick
Hudson & Hudson
Sinoky Jee
Max Pocha
Cafe.

Cafe Internations

Cafe La Mare Diana Gordon Eliane Dahi Don Roland Orc Call Chill Edde Duchin Or Function Poor Sidi

Jonish Jones
Hawathau Paradis
behnic Aba
Hillia Puriolabidide Riskl, Ore
Pat O Shea
Satirit
Pato Rigitali
Fick Meintyre
Sani Siliali
Ling

Herbert Jacoby Nut Club

Nut Cinb Shark's Bananas Or Old Roumanhau Old Rouminalian
Michael Welner, Ore
Yourly Yourloff
Helen Shaw
Sanimy Morris
Rosaile Ion
Shill Hanks
Thing Tennett
Plant Hanks
Ronnie De Campe
Onyx Chb
John Kirny Ore
Mayl Synther
Low Watsh

Faratie of the control of the contro

Club Alabam Harriet Norris Kille Barton Inez Gamble Carl Villani Bernie Adler Monie Morrison Monie Murrison
Monie Murrison
Paul Rossin
Paul Rossin
Paul Rossin
Paul Rossin
Susain Cantu
Susain
Susain Rex Gavilte

Plantation Club
Orie Alston Oric
Lee Simmons
Morton & Margo
Lawrence Hill
Anderson Sis

Anderson Sis
Queen Mary
Hal Hope O'c
Ray Jones
Kachberlen Mayfield
Wilson Lung
Radio Franks' Club
Frank Bessinger
Gracie Moran
Gus Wicke
Fred Bishon
Manny Jennie
Joe Gallagher
Balnhow Grill

Cabares
Chas Engles Ore
lack Preing
Art Buckley
Al Wagner
Dorothy Johnston
Jaurene Nevell
Joe & Jonett
Harry Linden
Hilly Meyers
Mystic Vibra Rainbow Grill
Bert Block Orc
Theod're & Dencsha
Reinbow Room Hilly Mevers
Mystic Vibra

MI-Hael
Willie Shore
Nim Blackstone
Armida
Bracht & Mauners
Sid Lang Oro

Ruby Newman Orc Don De Vodi Oro Billy Milton Raye & Laid Roumanian Village Roumanian Village
Charley Swartz Ore
Ludwig Satz
Henry Berman
Leo Fuld
Henrieh Cross
Doloris-Rosina
Gypsy Nina

Bussian Art

fasha Datsito Orc Anna Kouznetzova Alex Bolshakoff Eli Spivack Zachar Martinoff Russlas Kretchma Michola Statiby Or Mischa Mischa Mischa Simon Karawaff Stork Club Robby Parts Orc Nilo Menendez Orc Versiles

Veranlies
Larry Siry/Oro
Gus Marter Oro
Gertrude Niesen
Village Bara
Johnny Johnson Or
Peggy Mann
Yvonne & Harria
Larry McMahon
Gardner & Kune

arry McManon lardner & Kune lyril Mansfield Village Brewery

Lou Carroll Ore Ruth Russell Whirling Top
Fran Craven
Musical Tops (3)
Honey Johnson
Wivel

Bob Asen Orc Mitzi Perry Bob Lee Alda Patricia Riley Fjola Marine

LOS ANGELES Omar's D Alona Hano George Redinan Or Chos Earle Lee Lemon Eddy & Tours Dorothy Roberts

Dorothy Roberts
Pacific Sunset (
Pacific Sunset (
Ninon Bergon
Norski
Vicki Alien
Persy Pase
Dorothy Ray
Dorothy Ray
Dorothy Ray
Buddy LaFue
Buddy LaFue
Ai Heath Ore
Norma Kennedy
Palement

Palomar Ruth Robin Jacks'n & Binckwill Perry 2 Hudson Metzger Gis Phill Harris, Orc. Bill Thernion Ore
Embasse, Chia
Partini, Joifnson
Partini, Joifnson
Rene & Jerry,
Evelyn Kent,
Helon Branon
Helon Branon
Helon Branon
Hill, Munice
Datro, Blanco, Ore
Hill Helon
Loral
Loral
Hills, Munice
Loral
Loral
Loral
Hills, Munice
Loral
Loral
Loral
Hills, Munice
Loral
L

Phil Harris Orc.

Prints Inn
Frank Sortino Orc.

Dominic Columbo
Ken Henryson
Elaine Kirkalce
Leah Kessier

Burnett & Allen
Henry Monet

Boven Sens Lily Gibson Honolniu Dancer Kay Silver

Kay Silver
Somerset House
1. Park Ave Boys,
Taneg!
Ann Douglas
Maxine Wingo
Jane Lord
(Constnuce Blackin
Dean Rillings) d Nichols Orc

Larraine Gerari Laona Rice Agnes Johnson Trocadero Garweed Van O

CHICAGO

Colusimos

Blackhawk is Kyser Oreli ynnne & Renard Andrews Hotel Congress (Cashna) Chee Pares

(Casing)
Benny Morph Rev
Drake Retal
(Gold Coast Recom)
Hel Kemp Ore
Sunny O'Dea Chee Pares
Lou Holla
Duko Melidie
Englis Catt
C & J Preisser
Harrison & Fisher
Don Olando Ore
Henry Busse Ore Grand Terrace

Edgewater Beach Hotel (Marine Room) Colosimos

Henri Gendron Orc
Grisha & Brona
Bill Auson
Vera Duin
Lytla 2
Madie & Ray
litte 3

Orrin Tucker Ore Morton Welles Enrie MacBeigh Balley Sis Bonnie Baker

Model Palmer, House (Empire, Meson). Maurice & Cordoba (Indicata). Indicata (Indicata). Bergale Cumility Or Abbott Dancers Roist Biserman (College, Inn). Willie & B. Howard Ind. Bromley Studier & Rose Louis Panico Oro Hatel Sievens (Conlineatal Roseis).

(Confinental Receit)
Sterling Town Ore
Rose Bowl
Base Bowl
Mistey Dunn
Paulette Da Plerre
Aursella Gardner
Pergy Lee
Tom Ferris
Join Hurst
Rurale Freite

Ton Poerts
John Hurst
Ruyale Fredica
Mark-Rishier Ore
Mark-Rishier Ore
Mark-Rishier Ore
Mark-Rishier Ore
Anita Jacobi
Jack Hilliard
Three Beucea
Roy Eligidice Ore
Blee Brown
Cladys Father
Fred! Reed
Mentric Monre
Yacht Club
Rilly Gray

Encht Clun Billy Gray Jeiny Bergen Hazet Harmon June Glory Betty Cords Al Golden Orc 606 Club

Billy Carr Marion Miller Tripoti 3 Mary Grant Boots Burns Marne

Hatel Adelphia (Cafe Margnery)

# (Walnut Room) Air Kassel Ore Marlon Holmes Billy Lee 2 Elleens Frank Payne Young & Sloan Hotel Brevent Florence Schubert Rone Jaevin Joe Parlato

PHILADELPHIA Anchorage Cullierine Smith Jontay Sally LaMair Johnny Graff Ore

Holel Blamarck

Arcadia int'i Terry & Walker Omar Bunny Berlgan Ort Gail Reese Manyu & Zanette

(Cafe Mirgiery)

Bob Rother

Joe Praselto Ore

Hollywood Horse

Beverly Kirk
Floridians Oro

Bartell-Harst 4

Carroll Sis

Tanner, & Thomas

Jack Gwynne Hotel Philladelphilas (Mirror Room) Beth Challis Joe Milliopf Ore Buthunia & Malcon Jordan & Grace Carolyn Dyne Lane & Carroll Lame & Carroll Manya de Zanerre Albicene Don Renaldo Ore Bellevue-Strafford Meyer Davis Ore (Burgundy Room) Frank Jucie Orc

Ben Franklin Hote (Georgian Ruom) Benny the Bum's

Club Purnkeet

Little Ruthskeller Jack Griffin Ore D'Aubour & Rene Midgle Fellowes Lettle Kemble Marty Hohn Ruity Beimett Beck, Melion & B

Cedarwood Inn (Malaga, N. J.) Clarence Mich Orc Kell Sis Estelle De Pres

Club Arcade
Johnny Coster
Jack & J Gibson
Hildegarde
Verontee Veronica Bill Plumly Joe Booth er & Rich Ly Berk Orc Club 15.
Dick Thomas
Mildred King
Marie Drummond
Nanette
Jerry Delmar Orc

Rnity Reinett
Bock, 34:101 de B

Felumbo'e
Rohly Morro Ore
Polisi Thomas
Wallece
Walle

Jack & January
Irvins Braslow O.

Silver Eake, Ina.
(Clementes)

Bill-Honey Ore
Tony Seems
Raine & Servalds
Raine & Servalds
Raine & Servalds
Ray Clifford
Mary Cifford
Mary C

Heorge Craft
Dillsin's RatinskeipSail's Winthrop
(198h) Markers
Therland Shearon
Therland Shearon
Therland Shearon
Heory Shear

Elaine Martin Jerry Brandon Music Wenvers Bubbles Shelby

lise Hart Hugo Klee Sid Golden Eldoradians Weber's Hest Breat
Weber's Hest

Brown Derby Jimmie McHale Scott & Douglas Rose Rayner Mary Lou & S Lynne Borne Walter Donaliue Sylvia Thompson

Club Mayfali nut Grove

Andrew
Coconnut Grove
Billy Lossey Oro
Lynne Sherman
J & E Chadwick
Carl Moore
helba Brian
Betty & J kean

Famous Door
Korbert Marsh Ord
Alice St. John
Norma Mitchell
Watter Cole
Johnny Cauthorne
Hafel Radidard.
(Penthouse)
Lée Elliott Oro
Paul Marin,
Natalic & Darmelle
Hayes, Haig & H.
Phill Barron.
Adorables 10
Addrables 10
Addrables 11
Motel Couley Plaze
Hotel Couley Plaze

Hotel Couley Plaza (Sheraton Room) Irwin Gilbert Ore Hotel Copley Plaza (Merry-Ga-Round) Jimmy Avalone Or Hotel Copley Square Vin Vincent Orc Dan Sweeney Helem Carlson

BOSTON

Hotel Mearland Bob Hardy Orc Hatel Statter (Terrice Rapin) Nye Mayhew Oro Iduda Keens Buddy Welcome S Cavicchio Oro

Hotel Westminster (Blue Room)

Levnggi's Chick Webb Orc Ella Fitzgerald Normandle Hallr's Dean Hudson Ore Frances Colwell

Seville
Don Rico Ore
Southland Boottland

Branche Call'way Or
Clanche Call'way Or
Clanche Call way Or
Clanche Call was or
Walker & Walker
Tyler 2
Didley Bron 4
Dear Doshington
Rhythii Willie
Stenbeu's
Jack Fisher Oro
DeMaranytles
Swingsiers 5
Towne Club

Towns Club -Vaughn Monroe Or Tremont Physa Gen Nickerson Or

Minusi Biltunere

Morris Osborn Joy Robinson

#### MIAMI

Hughie Greer Oro Short Bros Roberta Sherwood Harvey Bell Frickee Sis Hilda Palnot

Minini Billimore Rimon Ranos Ore Bernit dt & Claisin Hawsed Marsh Le Paul Dick & B Barstow Puddack Chib Hilda Palnot
Club Continentale
W Feldkamp, Oro
Joe E Lewis
Joan Abbott
John Hale
3 Orchida
Rodrigo & Francine Leon Prima Ord Prauces Paye Basin St. 1

Club Esquire Larry London Oro Joanne & Eddie Paul Mall

Bain St. 4
Pole Chb
Luct Piles
Myera,
Darticus
Roney Pius
Jack Meyer, Ore
Sanchez Ore
Palpian Storey
Bob Hall
Terry is Evances
Bo Club Ha-Ha Don Charles Oro Tex Hendrix Brooks 2 Jackle Maye erry la Franconi Royal Palm Club

Citib In Pulons
Frank Tally Oro
Johnny Peters
Gay Ninetles
Kay Parsons
Ancil Sweet
Jack Ryan
Harry Taylor
Tiny Kingsmore
Andrin! Bros

Terry is Krancon.

Royal Julia Chib.

Vincent Longo Ore

Vincent Longo Ore

Orent Arcordia

Bellia Logoria

Bellia Logoria

Bellia Logoria

Bellia Logoria

Bellia Logoria

Chaire & Pox

Carcul & Gorman

Terroll & Bellia

Logoria

Terroll & Bellia

Logoria

Terroll & Bellia

Logoria

Terroll & Gorman

Terroll & Malier

Castaline & Berry

Un Willia Venice

A Lalian

Lalia Die

Louis Haldman

Allee & Bildman

Allee & Kellerman Harry Taylor Tiny Kingsmore Andrini Bros M'wood Kacht Club Paul, Sabin Ore O'-& R McDondid Terry Lawlor Juck Dempsey's Leon Nauara, Ore Vincent Bragail-Or Cross & Durn Barron & Blair M'Fadden Denaville Mob Noila Ore

#### Rob Nolan Orc. De Mayos

DETROIT Book-Cadlline Hotel Avan Sis (Biok Caslano) Warren & Bode J. Manzanares Orc Music Masters Orc. Dioso, Costello J Manzanares Orc Dioso Costello Ernie Holst Orc Norman Moon Phinlatlan Editti Wison.
Hali Coles
Billboard Hackson
Horothy Johnson
Ted Birchman,
Cacil Lee Orc.

Le Brun Sis Charles Costello Or Buddy Don Arden Commodorables 6

Commodorables 6
Detroit A. C.
Boh Chester Ore-lackie Fisher
Pat Nasca
Army Curvail
Hotel Stutter
(Terruce Roum)

Nat Brandwynne Wynne Patterson 3 Olympics Northwood Inn Ray Carlin Ord La Rue Purker Monty Wysong Gus Howard Martin & Maryel

Powntan 3 Pinyboys Judy Barra

## Webster Hall (Carkfull Grill) Blitmare Bay, Ord Durathy Mayo Dixie Francis PITTSBURGH

Jolinny Long Ore Jack Edinonilson Paul Historian Edward Buther Henry Milber Swede Nielson

Harten Casina Mary Onios OroHarty Steele Admin Duff's Beller Marrin Javia & Davis Sparkeling Conference of Casina Duff's Ballet William Pean, Javia & Davis & Girillo Marina Duff's Ballet William Pean, Javia & Davis & King's Javia Marina Young Tunia Marina Young Botel Heiry Confinential Hart Turkson Ore Little Casina Grant Marina Marin Harlem Cash

Natalje & Howard Marian Kay Ray English Baith Bellin Will Henderson Ore 3 Valves Roinnd De Prise

Ten-Fariy Club Adorables (6) Jack Douglas Illenn Date Mizz Wayne Baris Romanof Coyle McKay Orc.

# Halel Rausevelt 3 Cor Heers Hatel Schenley Hawdy Baim Ord Freda Lazier Buzz Aston Hatel Webster Hall

# NO PAID PREZ FOR EQUITY

# How the Danes Do It

Cogenhagen, Feb. 22.
Unlike reviewers in America, critics in Denmark do not tush awayfrom the theatre at the beginning of the last act to make their deadline. Instead, they see the last rehearsal (with an audience consisting
of actors, students and the press), write their reviews and attend the
first night to get the public's reaction. Then they add a few lines to
the review after the premiere, but in time for the deadline.
Incidentally, Danish critics write the longest reviews in the world.
Both film and legit notices often run three or four columns. And after
the review itself there usually is a humorous piece about the show,
the audience, the author, and so on.

the review itself there usually is a the audience, the author, and so on.

# Names Boost Pepper-Coffee Bill **Chances Slim This Congress Sesh**

Washington, March 1. Day-long committee hearings on the Pepper-Coffee bill today (Tuesthe Pepper-Coffee bill today (Tuesday) followed the pattern of the recent Sirovich session Present measure would institute a Federally-subsidized theatre and arts project, taking those works bodily out of the WPA. During the early part of the hearing, Mrs. Hallie Flanagan, head of the Federal Theatre Project, Mrs. Ellen S. Woodward, MPA Arts Project director, and other government art specialists submitted to senatorial quiz.

Unusual interest in the financial workings of the legislation was displayed by Seniator Ellender of Louisiana, who wanted to know if as many indigent artists could be cared for under the proposed \$30 minimum wage as are currently employed by WPA at a lesser figure. Opposition to the bill will come tomorrow (Wednesday) when Jack Frost, representing Dancing Masters of America, will point out that the jobs of approximately 20,000 daneing teachwill be jeopardized by the legislation. Cost of providing free government, dancing lessons would run about \$30,000,000 annually, Frost will say. Unusual interest in the financial

Another opponent of the bill will be Albert Reed, counsel for the Fine Arts Federation. Individuals depen-dent on art teaching have been in the dark about the Coffee-Pepper hearings, according to complaints. Whether any witness will turn up to protest in the name of America's music teachers is as yet undeter-mined.

music teachers is as yet undetermined.

Big names from the world of art converged yesterday (Monday) for the opening of hearings on the bill. Drawing considerably more prominent witnesses than did the late Sirovich hearings on a measure to establish a U.S. Department of Fine Arts, the bill sponsored by Senator Claude Pepper, of Florida, and Representative John M. Coffee, of Neabaska, both Democrats, numbered among its first-day spiclers Lillan Gish. Jane Cowl. Burgess Meredith and Orson Welles; Theodore Dreiser, Waldo Pierce and Rockwell Kent, artists; Roy. Harris, Manhattan composer; Stuart Davis, national chairman of the American Artists' Congress and others.

With everyone as enthusiastic as possible in the hush-hush atmosphere of Senate committee, the group endorsed the idea of government, patronage of six arts—plastic, graphic; theatrical, dance, music, literture and architecture.

ment patronage of six arts—plastic, raphic, theatrical, dance, musie, little erture and architecture.

Acting as head of the Tederal arts committee, Meredith, Actors Equity's acting prez told the subcommittee of the Senate Education and Labor group that a fration which sings, paints, dances and attends the theatre is a better nation.' Senators were told by Welles, actor, director, and producer, that the arts are next in importance to feeding the stomach, while Lillian Gish, who looked demure and girlich, spite of her long career on stage and screen, hallyhooed the magnificent, work of the WPA Federal theatre project, which would be extended in perpetuity under terms of the proposed legislation.

Though few spectators braved the Senate show, the principals far out show, the principals far out as the witnesses who appeared a couple of weeks ago to testify be-

fore the Sirovich committee. Sirovich measure, which provides for a U.S. Department of Fine Arts, with a Cabinet member at the top, still is peacefully sleeping in committee, which 'executive sessions' at which Broadway stars were to have been heard still in the dim future. Any sympathy which the Administration may feel toward the finer things of life is more apt to be extended to the Coffee-Pepper bill, observers agreed. Witnesses who really turn up, instead of sending messages of regret, will help the bill along, but not much hope is entertained of enactment during the present session of Congress. Friends of the measure will appear at future hearings during the week.

# 9 O'Neill Plays Plenty to Go For Next Year

Eugene O'Neill's cycle of plays, for which the Theatre Guild has been scratching its palm in impatience for the last two years, will not be ready before next season. Dramatist has three of other plays completed in pre-liminary form, but they will have the others.

he rewritten. Hasn't even completed the others.

Original aim was to make the cycle consist of eight plays. Idea was latter tentatively changed to nine plays, but no definite decision on the exact number has been reached. Dramatist is at his home in Oakland, Cal., and, except for his chronic rheumatism, is in good health. He is reported working steadily on the dramatic series. His last play on Broadway was Days Without End in January, 1934. It was a failure.

#### WHIPPLE GRIMACING AT EX-GUV HOFFMAN

Sidney B. Whipple, of the N. Y. World-Telegram, newest among the drama critics, has contacted the magazine Liberty, taking exception to criticism of him in last week's installment of ex-Governor Harold Hoffman's story about Bruno Hauptmann. When Hoffman was governor of New Jersey he insisted that Hauptmann was not the only one involved in the Lindbergh kidnapping, and his story is based on that contention.

# ACTIVE EXEC

Topnotchers Can't Afford Paid Post-Return to Former Policy Seen Likely -New President, 1st Vice-President, 10 Council Members to Be Elected This Year—But Associa-tion Is Busy with Other Affairs

#### HOLLYWOOD ANGLE

Engrossed in other problems, Actors Equity Assn. has given little attention to choosing a new president at the coming election, although the nominating committee slated to select a ticket this month. President dent, first vice-president, 10 new or renamed members of the council, plus six replacements to that body, will constitute the slate unless there are opposition candidates not indicated at this time.

are opposition candidates not indicated at this time.

Burgess Meredith, recently made first vice-president and acting head of Equity when Frank Gillmore stepped out to hande the reorganized Associated Actors and Artistes of America, has declared several times that he will not be a candidate for president. Says the job is too exacting and that he wishes to pursue his stage career. Thought possible, however, that the young actor might be pressured to change his mind, although he denies it. Pointed out that Equity's routine affairs would be conducted by the executive-secretary, as has been so since

would be conducted by the execu-live-secretary, as has been so since the association was formed. Internal strife in Equity dates from the time when it elected a sal-aried president, Gillmore being the first. Stated that Gillmore did not first. Stated that Gillmore did not want to accept the post, preferring to retain the executive-secretary-ship, now in the hands of Paul Dullzell. He predicted a trying job as president and was subsequently heekled and criticized almost constructive of the prediction of the predict

Gillmore welcomed the escape which opened up when the plan to (Continued on page 48)

# 'PINS' CHANGES AGENCY DEAL

Agency buy for 'Pins and Needles,' one of the freak clicks of the season, was changed by the management last week, when the latter objected to tickets being sold for \$6.60. Box office price is \$2.75.

More than 100 tickets had been al-lotted to the brokers, who reported lately the demand for the show had dropped. Allotment is now given to two or three agencies with the pro-viso that not more then 75c premium be charged.

be charged.

Agency men stated that only a few tickets had commanded excess prices among members of exclusive clubs. They also said that 'Pins' tickets are not bringing more than the regular 75e advance. Show is spotted in the small Labor Stage, formerly the Princess. It is sponsored by the Ladies International Carment Workers union, with the actors recruited from shops and offices in the nearby garment center. garment center.

garment center.

Louis Schaffer, manager of the show for the union, recently regarded the brokers as buyers; like those in the cloak and suit trade. So he rented a room i hotel and served refreshments when a deal was made with the agencies to sell his dickets.

When he heard of high prices se-cured Schaffer had other names for the agency men.

# HONORARY TOP; Question Equity Right to Deal With League to Control Brokers

#### Dear 'Brother Rat'

Girl autograph hounds, who wait around the stagedoor of the Ambassdor, N. Y. for the Brother Rat actors, have covered the whitewashed alley walls with penciled messages. Place looks like a schoolyard fence. Besides the usual thoughts expressed are such beefs as Wh. do the Brother. Rats take so long to get dressed?

Some of the femmes even add their phone numbers.

# **Guild Sharing Subscriber Lists** For Other Shows

Theatre Guild is making available its out-of-town subscription lists to more presentations of other managements. Deals are being made in association with the American-Theatre Society. Latter's subscription list in some key stands has been combined with the Guild's for several seasons.

Out-of-town subscribers are guar-anteed a certain number of shows each season and when lapses occur such as when the Guild's productions are not toured, other shows are switched in to complete the sched-

ule.

Managements of outside shows have expressed satisfaction over the subscription bookings. Such presentations may obtain the benefit of the lists at a cost of \$250 per stand. Requirement is that tickets must be sold to subscribers for a reduced rate, as for Guild shows. Value of subscription support was indicated by the grosses registered by some shows this, a son, when takings were better out of town than on Broadway. Broadway.

Broadway.

When arrangements are made a season in advance outside presentations are given the same service as handed Guild productions. Subscribers are sent literature at intervals and in some stands, such as Chicago, a gross of \$15,000 weekly is guaranteed. Cost of the full service is \$500 per booking.

American Theatre Society is a

is \$500 per booking.

American Theatre Society is a subscription movement started by the Shuberts during a period when they were at odds with the Guild. By combining the two, it is claimed that the best possible theatregets list resulted. Fact that most of the touring shows play Shubert theatres out of town is an advantage to that firm

Guild has had a weak season for its out-of-town customers this season and to complete its current sched-ule will co-present Father Malachy's ule will co-present 'Father Malachy's Miracle' association with Delos Chappell. When 'ie latter proposed abandoning the play last fall the Guild expressed willingness to quire the rights. Miracle 'leaves for the road next week, closing at the St. James, N. Y., next Saturday '51, It was supposed to move from the latter spot to the Guild theatre. N. Y., some .eske ago, but a labor union situation prevented the switch.

#### Mrs. Railing's Bkptcy.

Mrs. Railing's Bkptcy.

Lulu Railing, professionally as Curtis Burnley Railing, actress fled a petition in bankruptey in N. Y. federal court, Thursday (24). Jisting her debts at \$29.442 with no assets. Miss Railing gav her address. 2345 Broadway and said. In her petition she was under engagement with Cornell, sturting this spring, but Cornell Brother Rat!

The 122 creditors are mostly tradespeople of various Connecticut towns.

Right of Equity as a labor union to ent into a contract with an outside group for the purpose of regulating a business such as ticket agencies has been questioned. That unforeseen angle cropped up at council session last week and before proceeding further Equity will first

proceeding further Equity will first obtal an opinion as to the legality of the proposed agreement.

Non-union group referred to is the managerial League of New York Theatres. Latter proposed that Eguity issue preferential contract to members of the League, the Inter to withhold allotment of tickets to agencies which charged excess prices. Equity has been mulling the ticket stuation for some time and asked the league to follow the suggestions of the American fheatre Council to control agency prices.

It was first proposed by Equity

control agency prices.

It was first proposed by Equity that a stipulation be made in contracts to the effect that actors be prohibited working for any manager who did not subscribe to the ATC ticket control idea. Managers countered with the idea of a preferential agreement for a trial period of one year, during which Equity would not adopt new policies.

It Equity repeated along the lines.

If Equity proceeded along the lines If Equity proceeded along the lines-originally suggested it would be in the position of calling a partial strike at will. 'Association explained, how-ever, that it would not so act unless a majority of Jesgue members con-curred that the rules were violated, by any specific member or members. League argued that a less advanta-geous contract to non-members of the league or those dismissed would be a more effective solution. Any such agreement must now

Any such agreement must now await the legal opinion, also the at-titude of other stage unions which would be affected in case actors were

# **'ROOSTY' RIGHTS** TO M-G FOR 11G

Pictures rights of 'Roosty,' drama which was withdrawn recently after one week at the Lyceum, N. Y., have been purchased by Metro. Sales price was \$11,000. Deal was arranged on the Coast, with the Orsatti agency acting as the broker.

Hollywood buys are away under normal, 'Roosty' being only the second Broadway play acquired so

second Broadway play acquired so far this season.

Next production by Albert Lewis, who produced 'Roosty,' will be Coast tryout of 'Romance on Rye,' by Mortha Klauber and Arthur Jarretts, to bring the chort to

Jarrett.
Figures to bring the show to
Broadway next fall.

#### KIT CORNELL HAS NO PLANS THIS SEASON

Katharine Cornell will not make nny stage appearances this season. Tentative plans have been set back until next fall. Star made a definite decision following reports of an intended London date, also that she

# Plays on Broadway

SAVE ME THE WALTZ Comedy in three acts presented at the Martin-Beck-Peh. 22: '35, by Max Gordon in association with Sun H. Harris; written by Katharine Dayton; staged, by Robert, B. Sincliff; \$3.30 top.	'Censored' being a novelty is proved wasted effort, slim theatre fare. Showman secured the rights last summer when he browsed around Hollywood where 'Censored' was an over-rated WPA affair at the time.	
Prince Paul	Figured as a stunt, the manager an- ticipated some rewriting would make	
KirstenMolly Peorson King Frederick IVLeo G. Carroll Queen BlizabethMndy Christians	it serviceable stage property. Max Marcin, who collaborated on a num-	
Stefan Dorek Fairman Countess Lubowska Laura Hope Crews Von Bethmann Arthur Chatterton	ber of Woods' melodramatic suc- cesses, did the revision. Just what he added is not clear, nor it is known	
Jon Brasch	whether the play is in better form	
Elfride Wetzel Brenda Forbes Eimer Wetzel Fred Irving Lewis Prince George Leslie Barrie	No doubt one feature of the melo- dramatic comedy that snared Woods	
 Chancellor James Secley Chapek Francis Pierlot Stronck Arnold Korff	is a courtroom scene which occupies the second act, for the manager's hit record includes trial scenes in sev-	
Princess Helene Martha Sleeper	eral plays. Instead of suspense and melodramatics, however, the court-	!
Peasant Women Mary Howes Roberta Jonay	rooms in 'Censored' is on the farcical side.  First act is three-scened, opening	
The contract of the contract o	First act is three-scened, opening	

Max Gordon has been taking his time about producing this season and evidently. was not so sure of this script, but provided the play with a splendid production with doubtful results.

First nighters expected a gayer performance from the authoress, who collaborated on the laugh rousing 'The First Lady' a season or so ago. 'Save Me the Waltz' is romance. tied up with the gold braid of royalty. Season has been woefully lacking in comedy, and such a play would have been easy pickings at this time.

lacking in comedy, and such a play would have been easy pickings at this time.

Play's outstanding feature is its cast of excellent players, who get the limit out of the lines, but the dead of the lines, but the dead of the lines, but the dead of the lines of the l

pears only in the last helps.
Waltz' may prove a feminine draw despite the chances against popular libes.

#### CENSORED

Comedy in three acts presented at the 46th Street, N. Y., Feb. 20, 38, by A. H. Woods, written by Conrad Seller and Mex. Marcin, staged by latter; \$2.20 top.
46th Street, N. Y., Feb. 26, '38, by A. H.
Woods, written by Conrad Seller and Max
Marcin; staged by latter; \$2.20 top.
Charlie Thorne
Robert Stewart
Joe Verona
Smoke
Joe Verona Don Costello Smoke Hubert Brown Pike Richard Bengali
A German Soldier Alvin Zebel
Claudette; a pianiste Phyllis Cornell
Williams Fred Sears
Evette Catherine Lovelace
Appette Phyllis Holden
A Soldler Matt Ammann
Samuel Blodgott. Arthur Hughes Block Arthur Hughes Sloan Leon Stern Wilbur Sweetwood WA Burnell Marguerite Phyllis Hamilton Bridge, Koane
Sloan Leon Stern
Wilhur Sweetwood W. A. Burnell
Marguerite
Prosecutor
Court StenographerJack Nellan
Judge Cameron
Defense Counsel
Miss Clutterbuck Carolyne Norion
Orderly Edward Whitley

The first nighters were rooters for A. H. Woods, hoping that he had due up a play that would register as well or better than his last try. Night of Jan. 16, but neither they nor the manager got their wish. Instead of

rooms in Censorea is on the extrements of the control of the contr

inat of a french. Thut us the hind the lines. Then the cops raid the product the trial, during which there are some diverting moments, a spinster dramatist testifies against the actors, who are found guilty. However, at the suggestion of the bury, the judge suspends sentence provided the author and other defendants agree to appear in the plays written by the blue-nosed old maid. Grass-carpeted trench with otted plants is her idea of the front line, but the author and actors redulated the standard of the sentence of the show but so much of the performance tests the credulity of the audience that the play is unredeemable.

The actors do not help, yet there are a whole lot of them. Maybe that is why. With the idea of injecting fun into the last act, extra programs full in the spinster author's work as suggested by the original were as suggested by the original were the performance that the play is unto the last act, extra programs full into the last act, ex

#### CHEAPSIDE

Drama in three acts (four scenes), pre-sented by the Play Room Club, N. Y., at its clubrooms, Feb. 27, 38; written by James Parish; staged by Joan Hathaway, Admission to members and invited guests

사이스 하다 살아왔다는 하다 모양을 하는 것을 했다.
Winsloe Ellen Van Volkenburg
Winglos Robert Hanies
Winsloe Ann Tyrrel
min Lassies
Carter Louise Marth
Woman Searcher Roberta Scama;
Wante Comphen Amy La Pollett
Lloyd Bridge
Vesting Wallingfor
-Keeper Ratrilla Wallington
man.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
l Woman Searcher Amy LaFollettble. Lloyd Bridgi keeper Katrina Wallingtor man Burton Bowe

Play Room Club is one of the own's many groups. It's a serious

Play Room Club is one of the town's many groups. It's a serious effort to furnish theatre people with an opportunity to work on new scripts, attend discussions, have concerts and carry on social activities. In keeping with its spirit, coffee is served between the first froot and Machine! which caused some stir. Second play was not happily chosen and is extremely morbid in content. Concerned with a family living in London's Cheapside during the plague of 1665, it has these characters quarantined by order of the city authorities and locked up under guard when their servant is discovered to be infected. Their lot is a miserable one from which the some control of the control of the city of the control of t

#### Engagements

Mary Mason, Betty Philson, Onslow Stevens, Robert H. Harris, 'School-house on the Lot.' Connie Nickerson, 'Brother Rat' (N. Y. cömpany). Elizabeth Young, Leif Erikson, Sanford Meisner, John Alexander, Shella Trent, Alice John, Thomas Coffiir Cooke, 'All' the Living.' Cynthia Cavanaugh, 'You Never Know.'

#### Shows in Rehearsal

\*Tramatic School\* — Phillips and Barrett (All the Living — Cheryl Crawford and John Stillman, Jr. (Sea Guil! (revival)—Theatre Guild.

'Spring Thaw' (revised) -

Max Gordon.

'You Never Know'—Shuberts.
'Empress of Destiny'—Frederick Ayer.
'The Hill Between'—Robert

Porterfield.

'Schoolhouse on the Lot'—
Philip Dunning.

'Simply Henry Hogg'—Theatre Guild and Actors Rep.

#### CAESAR' SUPERS TO **GIVE OWN SHOWINGS**

Extra players in the Mercury The-atre production of 'Julius Caesar,' at the National, N. Y., will give a special performance of the drama next Monday (7) at the Mercury and for one of the semi-weekly American Theatre Council auditions. William Herz, Jr., Mercury casting director, is staging it.

Herz is also working on an indie production of another show, with the necessary backing already the works, but the plan is only tentative

#### Cleve. Play House Co. Visits Dock St., Ch'ston

Special cast from the Celeveland Play House, is going to Charleston, S. C., the week of March 7, with two plays to present at the historic Dock Street, oldest theatre in the

County.

Tibel: and 'Amazing Dr. Clitter-house' have been picked for openers in the Dock Street, which ran up its first curtain Feb. 12, 1736, and was recently restored by WPA project at estimated cost of \$300,000.

#### 'Blue Fox' Revival Hit

Budapest, Feb. 22.
Greatest stage success of the cutrent season is the revival of a 20year-old play. Ferenc Herczeg's
Tio performances at Kamara theatre, with Gizi Bajor in the lead.
Management had to put off Herczeg's new play. Last Dance, probably until next season on account of
this unexpectedly long ruin.
Simultaneously, there has been a

Simultaneously, there has been a revival of 'Blue Fox' in Berlin, also

#### **Shows Out**

Father Malachy's Miracle leaves the St. James, N. Y., this Saturday (3) after 16 weeks. It goes on the road, where it will be presented by Delos Chappell, in association with the Theatre Guild. Engagement may show some operating profit, but is still in the red on production, despite unusual press breaks.

Father Malachy's Miracle

Father Malachy's Miracle
Opened Nov. 17, '37. One dissenting opinion greeted this,
other first stringers liked it.
Watts (Herald Trib), 'You'll
like it even if you don't believe
in 'miracles.' Anderson (Journal), 'Miracle is easier to take
on faith,' VARIETY (Berl), 'Moderate, Success'. erate success.'

How To Get Tough About It' closed at the Beck last Saturday (26) after three weeks less one perform-ance. Moderate business after fairly

#### How to Get Tough About It

How to Get Yough About As Opinions were divided here. Whipple (World-Tele), 'Not too convincing,' Colenian (Mirror), Belongs on your worth seeing list.' VARETY (Ibee), 'Hasn't Spring for longavity. enough for longevity

Cynthia Cavanaugh, 'You Never Know,'
Harold Moffett, O. Z. Whitehead, The Sea Gull.'
Guido Nadzo, Mary Philips, 'Spring Thaw.'

Guido Nadzo, Mary Philips, 'Spring (5) after two and one-half weeks.

# No Paid Prez For Equity

(Continued on page 47)

reorganize the Four A's was adopted. During his regime as prez show business declined. Membership also dwindled, with resultant additional problems, including the WPA situation, while the opposition steadily strengthened. Changes in rutes, which provided three-year terms for the officers, instead of the annual scramble, did not salve the incumbency, as shown when Gillmore jumped at the chance to withdraw.

It is known that when John Emerson, who followed the late Francis Wilson as honorary Equity, head, withdrew about, five years ago, the list of possible candidates was scrutinized for a successor time after time, but without result. Naming of Gillmore, who had served Equity since its inception, was the only solution at the time.

#### \$12,500 Salary

There are doubtless a number of salary, approximately \$12,500 per year. Indications are that an honorary president is preferable to the membership at large, however, party because it is more economical. Dating from the actors' strike of 1919. Equity climbed steadily to become the strongest actor union, until it was surpassed recently by the Screen Actors' Guild and subsequently other performer unions. There are doubtless a number

quently other performer unions.

Few outstanding actors in the legit field can afford to devote full time to heading Equity. Considered likely that few topnotchers would be willing to give up the stage for the presidency, however, as the salary angle is hardly a lure to players who can earn much more than the job pays—approximately \$250 weekly.

approximately \$250 weekly.
Throughout the actor ranks the need for an active leader is recognized, whether on the basis of a part-time president, such as now, or a salaried incumbent to give the post undivided attention.

post undivided attention.
Equity started the season with many issues and problems to be considered. Some have been disposed of, but there much still to be considered that recently it was suggested no further new business come before the council until the present pending matters are taken care of.

Equity, like other unions in the Four A's, faces the move of the IATSE (stagehands) to gobble up all the actor-artist unions, and a con-test may eventuate. That would call for strength in leadership.

In connection with the discussion In connection with the discussions of a possible new president of Equity, Meredith has indicated he will take no part in electioneering or even in the choice of candidates. His decision, however, is based on the likelihood of one of the 'younger' members being slated for the post. If one of the ultra-conservative faction in the association is pushed for the office, Meredith will take active part in the opposition, he has explained.

Meredith's

#### Meredith's

In accepting the job as temporary head of Equity, Meredith said he was actuated solely by the desire to end friction within the various groups in the association. To a large extent he has succeeded in that purpose. Patching up of the recent scrap be-tween Kenneth Thomson, SAG ex-ecutive-secretary, and the Phili-Loeb-George Heller group in Equity, was credited to Meredith's work as intermediary.
Novel angle on the ascendancy of

Novel angle on the ascendancy of the insurgents to control Equity is the fact that after several years of active fighting, the group now finds, tiself in the saddle without having been voted into power. Although they polled a vote of about 40% of the membership at last year's elections, they actually lost the contestions they did not have a presidential candidate in the field against. Gillmorg and failed to elect a member to council except those also backed by the administration.

ber to council except those also backed by the administration.

Pointed out, therefore, that the coming election is all-important to the insurgents. They must win enough council seats this time to retain the control they now hold. Also they must find a presidential candidate with sufficient vote getting strength to help carry the council slate in case there is a tight contest.

The Hollywood Vafa.

as compared to a total voting mem-bership of approximately 3,000. It is apparent, therefore, that the Coast contingent might easily swing the scales if it voted in a block.

contingent might easily swing the scales if it voted in a block. While the SAG has never election-tered among the Equity members within its ranks, it is distinctly possible that it might do so this year in view of the recent tiff between the heads of the two organizations and the friction that is still known to exist. SAG is known to resent Equity's opposition to the Four A's reorganization plan. While it holds the voting strength to push through virtually any program it wishes, SAG might also gain its end by electioneering within the Equity ranks. Possibility still exists of SAG withdrawal (probably taking with it the American Guild of Musical Artists and possibly other groups) from lists and possibly other groups, from

ists and possibly other groups) from the Four A's. This would split the parent organization and end SAG's annual payments of \$15,000 to \$18,000

annual payments or \$15,000 to \$18,000 to Equity.

While SAG has never actually ercised its voting power within the Four A's, that 'dominance' has been the frequent cry of certain Equity officials during the last few months. oricials during the last few months. Considered likely the claim will be raised again from time to time. It was that 'SAG domination' accusation that finally drove Thomson to make his accusations against Loch and Heller about a month ago.

#### **GOV'T RELAXES RULE** FOR CHEAP TICKETS

Washington, March 1.
Relief from Government red-tape is accorded low-priced houses. New Treastury Department ruling says there is no necessity for printing the seat location on both ends of the ticket.
With 100

With 10% tax applying only to adwith 10% tax applying only to admissions costing more than 40c, the Government will free any existing ten-twenty-thirty spots from complying with the regulations intended to make sure the Treasury isn't gypped.

#### Richard Aldrich For **Dennis and Central City**

Dennis and Central City
Richard Aldrich will be producingdirector associated with Raymond
Moore in operating the Cape Playhouse at Dennis, Mass, this summer,
for the strawbat's 12th season, from
June 27 to Sept 2. Arthur Sircom
will stage the plays, some of which
will be tryouts and some revivals.
Aldrich was business manager for
Moore at the Playhouse in 1935.
Aldrich may continue to be associated with Robert Edmund Jones for
the Central City (Col.) festival's production of Ruy Blas, to be staged
from July 18-21. He may make arrangements to fly there during the
run. Helen Chandler is mentioned as
being sought for the production.

being sought for the production

Denver, March 1 Richard Aldrich, who was in charge of the Central City play festival last year, will return this summer as assistant to Robert Edmond Jones, it is reported here. Jones is returning after an absence of two

Victor Hugo's 'Ruy Blas' will be the production this season.

#### Signs of Spring

Looks like an early start this sca-son for the bucolic stock barns, with several sending in their announce-ments before the last day of Febru-

ments before the last day or reuruary.

Simultaneously, Winifred Cameron has notified of John Ferguson's and Joseph Lawren's takeover of the Nabnassett theatre, Westford, Mass. Maryverne Jones announced resumption of her Starlight theatre at Pawling, N. Y., May 30, and Charles O. Carey has scheduled himself for a return bout at the Litchfield theatre, Litchfield, Conn.; starting the first week of June.

Cape Playhouse, Dennis, Mass. also will be in the running. Ditto the County Playhouse, Suffern, N. Y.

#### C.A.G. to Host Geo. M.

slate in case there is a tight contest.

The Hollywood Vote

An important consideration in this year's election is the Hollywood vote; Estimated there are around 800.0 \*\*

900 Equity members on the Coast, Gene Buck exce-secretary.

# League Capitulates to TMAT, **Concedes Union Co., House Mgrs.**

League of New York Theatres, Broadway's managerial association, capitulated to the Theatrical Man-agers, Agents and Treasurers union Monday (28) after an eight-hour-confab. Right of TMAT to negotiate for combany and house manager.

montab. Right of TMAT to negotiate for company and house managers, the final obstacle in the recognition of the three-way union, was recognized. Final step permitting the union to function along the lines as originally intended is the negotiation of a basic contract.

Clearly indicated that TMAT outsmarted the managers. Latter had conceded the union's jurisdiction over-boxoffice people and later the press agents, who originally insisted they preferred to remain outside the TMAT. Inclusion of company and house managers was more firmly opposed by the producers, however, on osed by the producers, however, on posed by the producers, nowever, on the ground that such employees were really confidential executives and required to represent employers in dealings with unions, especially on the road. It appears that union leaders in other fields were inclined to accept that

to accept that

Even those in the TMAT were not sure three-sided set-up would work. But the new leadership in the union proceeded to negotiate with individual managers and succeeded in winning individual members away from the league's united front. Sudden death of Theodore Mitchell did not briefer procedure on the part of hinder procedure on the part of TMAT and the threat of a strike over the weekend turned the trick. the weekend turned the trick.

MAT and the threat of a strike over the weekend turned the trick.

Vroom vice Mitchell
Lodewick Vroom on Friday night (25) was chosen president, suceeding Mitchell. He had recently been made executive-director of TMAT and was accountable to no officer for the board. His clevation, therefore, was merely technical. Saul Abraham was made vice-president, the position formerly occupied by Vroom, and George Ashby was made a member of the board.
Producer contentions about company managers appear to have been upheld only one point, that of general managers. Union conceded that gm need not come under the TMAT jurisdiction provided, they are staff members on a 52-week basis. Union declined to make exceptions in the matter of showmen engaging any company manager and such people are required to be members of TMAT. That virtually means closed shop in the theatre for the front of the house.

Shuberts were the principal objectors to the full recognition of the

bers of TMAT. That virtually means closed shop in the theatre for the front of the house.

Shuberts were the principal objectors to the full recognition of the union and it was against their houses that a strike was in the making. Treasurers in Shubert theatres had been called out some weeks ago when the press, agents figured in the situation. TMAT called for a show-down and the teamsters refused to haul productions with p.a.'s not members of the union. Result was that the New York Theatrical Press Agents, went into TMAT, with the latter outil conceding that the new-comers form their own chapter.

Reason for action against the Shuberts was the doubling up of staffs. Expected that under the basic contract, each presentation will have a manager and same goes for each theatre. Heretofore the Shuberts have had men handling two or three houses and shows each. Under the hone man for one job' credo of the union more jobs will be provided Exception apparently applies to the p.a. chapter, which may make its own rules in regards to the number of presentations its members may handle. At Monday's long session it was said that the Shuberts \$100,000.

\*\*Concede Arbitration\*\*

Matter of arbitration of differences which was attended by Arthur Meyer of the N. Y. State Mediation Board. Claimed that the dediation Board. Claimed that

consumed considerable time during the conference, which was attended by Arthur Meyer of the N. Y. State Mediation Board. Claimed that unionists generally oppose arbitration, which permits outsiders to decide issues. On the pduce of other union leaders TMAT attempted to drop that feature entirely as it may interfere in the future. Union conceded on the point, however, and such a clause will probably be cluded in the basic agreement.

Break' favor! the union come cluded in the basic agreement.

Break' favor! Cf. when Sam H. Grisman resigned from the league's hoor board and signed with the union for the five theatres he is operating. Grisman stated at Monday's session

#### Add Union Tangles

New wrinkle in picketing was established Monday night (28) when the stagehands union picketed the opening of Lodewick Vroom's play, 'One Every Minute, at the Show Shop theatre, N. Y. Simultaneously, Vroom, who is president of the Theatrical Managers, Agents and Treasurers union, was negotiating with the League of New York Theatres for recognition as the bargaining agency for company managers. Both the stagehands' union and the TMAT are A. F. of L. unions. Show Shop is the former

Show Shop is the former President theatre and is oper-ated as an agency to sell pro-ductions to Broadway

#### **EOUITY CAUTIONING ACTORS ON CONTRACTS**

Equity is advising players engaged abroad and in Hollywood via letter forms of agreement to exercise more care in negotiations with managers. So many complaints have been received from aliens over terms and conditions that a method of eliminating such irregularities has been sent to Equity beaches.

eliminating such irregularities has been sent to Equity's branches, also to British Equity.

Latter should be consulted before signaturing for engagements on this side. Agents holding Equity permits in New York and on the Coast will also be informed of the instructions.

will also be informed of the instruc-tions.

Players are told to use standard Equity contract forms, riders being: written in if necessary. Copies of such contracts should be sent to Equity, which is a rule when play-ers are engaged in New York. As-sociation states it would be better qualified in handling complaints if aware of the terms of contracts in advance of disputes.

#### 'Of Thee I Sing,' 'Rosalie' Skedded for St. L. Muny

George Gershwin's 'Of Thee I Sing' and 'Rosali have been obtained by the Municipal Theatre Assn. for presentation during its 20th anniversary season in the al-fresco theatre in Forest Park star-ing next June. Shows have never-been presented before at the open-

ing next June. Shows have never-been presented before at the open-air theatre.

Number of productions skedded fo, the 12-week season now numbers five. World premiere of Gentlemen Unafraid, by Jerome Kern-Oscar Hammerstein-Oto Harbach, will open the season June 3. "White Horse Inn and Viriginia are the others announced thus far.

#### 'Road' to Cincy

Cincinnati, March 1. Cox will relight March 13 for a Cox will relight March 13 for a week's engagement of "Tobacco Road," with John Barton Li the leading role, at \$1.70 top, for night performances and \$1.13 high for Wednesday and Saturday matinces.

House has been dark since Feb. 12.

that he did not fully understand the agreement. Other showmen figured that if strike was called, shows might be moved into theatres not affected. It was shown, however, that TMAT had other individual managements, including the National and Empire. It was those defections that resulted in the league giving the nod to the union.

Stated that the union. Stated that the union is new officer setup representative of the three groups within the membership, though that is not entirely clear. Vroom has been an agent, but was essentially a company manager and general manager. Abritam has been an agent to the state of t

# L. A. Barrister Revives

Thumbs for B'way Try
Los Angeles, March I.
Ralph Paonessa, Los Angeles attorney, who has been dabling in
grand opera presentations here for
several years, has acquired George
Rosener's play, Thumbs West,
which he has set for a production at
the Belasco theatre here April 21,
preliminary to taking it to Manhattan. Comedy was given showcasing at the Holly wn theatre in 1986.
Paonessa is en route to New York
to set a deal for the staging there.

# TMAT WEIGHS 'FIRING' CASE

Theatrical Managers, Agents and Treasurers Union may consider the case of a member allegedly dismissed from his job without cause case in the of Capt, Pierce Power-Waters, for whom a bond as company manager is said to have been secured by Frederick W. Ayer, who is presenting 'Empress of Destiny' at the St. James, N. Y. next week. Show was first mentioned for the Lyceum, but Ayer booked the St. James instead.

Alleged that Boris Said, who operates the latter house with Eddie Dowling, refused to sign the contract unless Power-Waters be supplanted as manager. It was claimed Said's peeve against Waters is the latter suit against Robinson Smith and King Richard II, Inc., for a share of the profits of the Maurice Evans show. Power-Waters is credited with promoting 'Richard', and spotting it in the St. James, where it seored sensationally last season. Said was said to have been interested in the show during its New York stay and is a co-defendant in the suit. Power-Waters out because the lett Power-Waters out because the latter failed to book a Broadway house for 'Empress.'

house for 'Empress.'
TMAT is reported willing to request two weeks' pay for Power-Waters, but not to seek his reinstate-

ment.

New play was written by Jessica Lee, in private life Mrs. Gertrude Berman, wife of a Hartford attorney, in collaboration with James Lee Walsh. Reported that Miss Lee inseted \$20,000 in the production, also that Elissa Landi, who heads the cast, provided some coin. Production was first planned by Smith, who turned the play over to Ayer, with whom he was formerly teamed managerially. managerially.

#### EXAM,' COMEDY, SET AS NEXT ABBOTT PROD.

George Abbott's next production George Abbott's next production, to go into rehearsal; a week from next Monday (14), will be Exam, comedy about high school, by Clifford Goldsmith. Show will have an out-of-town tryout, opening Ap.il 4 at a town not yet selected. Broadway preem is set for mid-April. No theatre decided. Producer will stage it, as usual. it. as usual.

It, as usual.

Abbott's plans for a new S. N. Behrman comedy, with Eugenic Leontovich are merely tentative and not for this season, anyway. He has dropoed the idea of doing a musical version of Much Ado About Nothing' with a score by Rodgers and Hart.

#### L'ville Stock Co. Folds

Louisville, March 1.

pary under management Stock compary under management of W. L. Dillinger, which opened at the Drury Lane, lasted only a week and a half, closing Thursday (24). Poor biz caused the folding, although the company's two offerings, Petticoat Fever' and 'Holiday,' received tenid notices.

Members of the company taking steps to procure sufficient financial backing to reopen the house for stock.

stock.

#### William Robson's Speech

Norman, Okla., March 1.

Norman, Okla, March J.
William N. Robson, director of the
Columbia Workshop, will speak at
the Southwestern Regional Theatre
Conference here March 4-5.
Delevates from eight states, includOklahoma, Toxas, Arkansas,
Louisiana, Missouri, Kansas, Coloratio and New Mexico are expected
to attend the conference.

# A. Barrister Revives (Thumbs' for B'way Try FTP Play Bureau Listing Scripts; **50,000 So Far, from 1,000 Sources**

#### The Convincer

In his scholastic retreat, Prof. In his scholastic retreat, Prof. Lawrence Edward Watki, of Washington & Lee university, had always been somewhat in-credulous of the fabulous tales of Broadway sellouts. But last Thursday night (24) the peda-age was thoroughly convinced when he attended 'On Borrowed Time, at the Langager N. J. V. when he attended On Borrowed, Time, at the Longacre, N.-Y., and had to pay for a pair of or-chestra seats. Play was adapted from the professor's book.

#### Cathedral.' 'Censored' Substantiate WPA's Non-Commercial Claim

Contention that the WPA theatre

Contention that the WPA theatre project does not compete with Broadway nor present plays of commercial rating was amply substantiated in the last two weeks. Two shows which originated with the relief theatre were presented regularly, with neither getting the nod.

"Murder in the Cathedral," brought from London by Gilbert Miller and Ashley Dukes, is announced to close at the Ritz, N. Y., next Saturday. (5) after two and one-half weeks. Censored, put on at the 46th Street, N. Y., by A. H. Woods last Saturday. (26), drew a uniformly negative press and stands little chance.

"Cathedral" represents a costly ven.

press and stands little chance. "Cathedral" represents a costly venture because of the transportation, costs for the players. It opened in Boston, where business was fairly good, but attendance. New York after the premiere was slim. Last season the drama was regarded as a WPA 'hit,' at a 55c. top. Relief out-fit originally put on 'Censored' on the Coast last season. Coast last season.

Coast last season.

That WPA shows stand little chance commercially was first indicated last season when Brock Pemberton presented 'Now You've Done It,' which failed to make the grade, Play was a western WPA-er under the title of 'Me, Third.'

#### COHAN HAS GRIPPE. **CONTINUES IN 'RIGHT**

George M. Cohan was ill with grippe last week, but went on in I'd Rather Be Right, 'Alvin, N. Y. without missing any performances. Thursday evening (24) he ran a fever of 102 degrees and a doctor was in attendance in his dressing room throughout the performance. Weakened condition prevented his appearance at the NVA benefit show held at the Alvin Sunday night (27), but he was well enough to appear Monday Right. George M. Cohan was ill with

#### FTP's Moppet Plays Permanent Policy, S. F.

San Francisco, March 1.
Success of the children's plays at
the Alcazar Theatre, where they are
being presented by the Federal Theatre Project on Saturday afternoons,
is responsible for the decision to arre Project on Saturday afternoons, is responsible for the decision to make them a permanent facture with the local FTP. Charles P. Teevin, district supervisor of San Francisco and Alameda counties of the FTP, has directed his staff of play readers to find more children's plays. Pinocchio, the current offering, will continue to be given every Saturday afternoon until the end of the current month.

#### FTP 'Boy-Girl' Tours

Cincinnati, March 1.
Federal theatre Boy Alects Girl'company took to the road for a brief tour after fortnight's engagement at the Emery auditorium, which ended Sunday A27. Troupe is under the management of Franklin Raymond, State director, and numbers 20 players, plus stage crew and officials. It is traveling by his. Seen so and

ers, plus stage crew and officials. It is travelling by bits. Seeney and equipment is carried. Truck Show is to be pr sented tonight and tomorrow night (Tue diy-Wednesday) at Itunington. W. Va., in Marshall Coffice, Artist Series, to be followed by two-night sand at Marlow theatire, Ironton. O, and bookings a couple up.

Efforts of the National Play Bureau of the FTP to interest film companie and radio in its vast compilation of play and play materials have been without result. Filmers and bigtime radio see no possibilities for story expansion or embroidering with utilization of the filed, indexed and indiced collection of every

ceivable type of Americana, plays, technical treatises which WPA primarily assembled for FTP and amateur groups. No nibbles have come from other possible users, latter con-

teur groups. No nibbles have comefrom other possible users, latter confined to institutions, schools, little
theatres and kindred theatricals.

Bureau has collected over 50,000
plays and manuscripts, both
teur and professional; from 10,000,
organizations and more than 300 publishers of plays of all descriptions
were covered in an effort to make
the collection as nearly complete as
possible. As it is, the bureau has
only scratched the surface of the
supply, but is continuing toward ultimate and complete files, Materials
run the gamut of anti-war, religious,
safety, civic, work, social, racial, himane, national, rural, all holidays,
patriotic, scientific, foreign, farming,
technical books under hundreds of
alphabetical headings. Considered
the most prodigious and ambitious
library in existence. Rems'are still
coming in at rate of 100 weekly.

Everything received gets at least
three readings for recommendation,
although all are accepted and stored.
Only those favored get top spots in

three readings for recommendation, although all are accepted and stored. Only those favored get top spots in reference files for use in playwrighting, scenario construction, scripting and sundry uses to which WPA would put its amassed knowledge. It sees a fount of info for writers seeking situations, color, authenticity, types, names, etc., for their own writings. Royalty and non-royalty plays are included. Total number on hand is equally split between pro and tyro works. Some are still unpublished originals.

FTP does no selling, agenting or brokering, but acts only as an information source as to where the various works may be obtained at the usual publishing price, if royalitied. Whereas theatre groups may use as plays. FTP sees the info service as a bottomless well for writers at little cost. Thought is that out of a possible 100 readings, something is bound to come, either an idea, treatment or elaboration upon planned writing with help of files. Indexed eards include info on production, if and when, publication, dates, type of pelay, cost, etc., for stage presentation and some for other uses. Matter is, in the hands of Goorge Terwilliger, former director and scenarist of silent films. He sees the three readings for recommendation, although all are accepted and stored.

Matter is in the hands of Goorge Terwilliger, former director and scenarist of silent films. He sees the possibility of the service being used as the basis for a National Theatre, idea of which pops up in Washington frequently. Also the New York Public Library is interested in the Project and is cooperating with the FTP in the compilation with an eye to taking it over when, and if, FTP is abandoned.

#### MILLER ON COAST RE ALIEN ACTOR CHARGE

Los Angeles, March 1.

J. Howard Miller, assistant, to Mrs. Hallie Flanagan, in charre of Federal Theatre Project, is here from Washington for a prolonged stay.

Trip, is shrouled secreey, allhough he is believed to have come west to supervise moving of regional, and county officer of the proposed. and county offices of the project to new quarters, and to look into charges that alien actors are being favored with top roles in a fomb-

#### 'Spring Thaw' for Prov.

coming legit production.

Providence, March 1, 1 Clare Kummer's new conledy, Spring Thaw, rehearsal in New t York, has been booked for the Plan, house March 10-12. Cornella Olis Skinner, will appear at matince and evening performances March 31, in Edna, Hie Wife You, Can't Take It With You skieduled for April.

## Plays Out of Town

#### WHITEOAKS

Montreal, Feb. 22.

'omedy drama in three acts tone second
Maso de la Boohe starring Ethel Karryer Features Stephen Hagen
Maso de la Boohe starring Ethel Karryer Features Stephen Hagen
Maso de la Boohe starring Ethel Karryer Features Stephen Hagen
March Hagen
March Hagen
March Hagen
March Hagen
March Hagen
March Lenore Chippendia
Lelor Ch

While nearing its second year in London, this dramatization of the second of the Jalna'novels does not

London, this dramatization of the second of the Jalian Inovels does not appear to hold click possibilities on this side of the pond, and its chances for an extended Broadway run, are contined to the pond, and its chances for a tribular to the property of the pond, and its chances for a property of the property of the

business results in Toronto, Hamilton, Brantford and London, Ont.

As a result of the story requirement calling for the death scene at the close of the second act; Miss Barrymore is off the stage for the whole of the third act.

Krushen.

#### I AM MY YOUTH

Washington, Feb. 28.

Washington, Feb. 28,

Drama in three acits (seven scenes): by
Genest, Practi and Retwin Burn; presentgreater and the seven scenes): by
Genest, Practical and Retwin Burn; presentscitting and coatunes by Donald Censinger: Cherles Waldron, Linda Wilking
and Frank Lawton features; presented Feb.
Thenjamin Place.

Linda Waldron
May Jane Gastine.

Viola Rogele
William todwin

Jan Bellows
Frany Wolstanderect Godwin

Jan Bellows
Frany Wolstanderect Gudwin

Freez, Richie

Linda Waten

Freez, Richie

Linda Waten

Jane Bellows

Freez, Richie

Linda Waten

Jane Bellows

Linda Waten

Jane Bellows

Linda Waten

Jane Hollows

Jane Ho

Audience was on side of both play and players in this one, despite unin-tended giggle reaction to bad climax

Addience was on side of both play Play abounds in character studies, with Ethel Barrymore, as the keen witted, bosy centenarias, handing the major a signment. Miss Barrymore impressive performance and a first-rate group of supporting players hended by Stephen Haggard, who created the role of Finch in Loudon, and Haggard's intelligent and force full direction, the play misses because it lacks dramatic and story structure. A claim the readbare theater in adapting her novel for the stage. Contusing also is the fact that the author evidently pre-supposes an acquaint-ance with the Jaina's novels which may not exist with the majority of theatregoen; including children of a dead son by a first wife and grand-children from a second wife, half brothers, half-sisters, and so on clutter up the stage in amazing protusion and orders, and contiston. Unconvincing also, is the ferocious emmity of the mother. Action revolves mainly around the 101-year-old grandmother (Miss Barrymore), who holds the pursestringe. Family wonders to whom the money will go when she dies Renny, oldest grandson, seems of the rore of the same father and their lack of means.

Unknown to the others, grandmother develops a strong liking for Finch. the contemptible. She has him visit her room nights with the shortened the old lady's days by keeping her up nights, the young ster orders. Here the church. When she dies the family and protesting strongly against the charges that he shortened the old lady's days by keeping her up nights, the young ster orders. Here the protein protesting the protein p

#### **Current Road Shows**

WEEK OF FEB. 28

Brooklyn.

Brother Rat, Locust, Phila-

'Brother Rat,' Locust, Phila-deliphia. 'Brother Rat, Ford's, Balti-

more.
'Ethan Frome' (Walter Hamp-den). Erlanger, Buffalo (28-2); Strand, Ithica (3); Masonic Strand, Ithica (3); Masonic Aude, Rochester (4-5).

'I Am My Youth,' National,

Washington.
'Julius Caeser,' Nixon, Pitts-

Porgy and Bess,' Curran, San

Francisco.

Elebard II' (Maurice Evans),
Grand, Chicago.

'Room Service,' Selwyn, Chi-

cago:
 Tobacco Road, American, St.
Louis (27):
 Tonight at 8:38 (Estelle Win-

wood), Harris, Chicago.

Victoris Regims (Helen
Hayes), Davidson, Milwaukee.

White Cargo, Shubert, New-

'Whiteoaks' (Ethel Barry-more), Royal Alexandra, Tor-

onto.

'Women,' Aude, Oakland, Cal.
(28); Paramount, Salt Lake
City, U. (2); Aude, Denver.
(4-5).

'Yes, My Darling Daughter'
(Lucille Watson), Porrest, Philadolphia

Gucille Watson), Forrest, Philadelphia.

Yes, My Daching Daughte.

Yes, My Daching Daughte.

(28-1); Shrine Aude, Oklahoma.
City, (2); Convention Hall.

Tulsa (3); Aude, Memphis (4-5).

You Can't Take It With You,
Bittmore, Los Angeles.

You Can't Take It With You,
Cass Detroit.

Cass, Detroit.

'You Can' Take It With You,
Aude, Dubuque (27); Cecil,
Mason City (1-2); Aude, Sioux
Falls, Ia. (3); Coliseum, Sioux
Falls, S. D. (4); Aberdeen, S. D.
(5).

#### **DIVINE COMEDY**

New Haven, Feb. 16.
Drama in two acts by Owen Vincent Dodson. Produced, staged and acted by fuculty and students of Yale Donavinient of Drama at University Theatre, New Haven, Feb. 16-18, [28].

poston. Produced, stages and extensive procupy and attitlents of Nata Densityment, of Drama at University Theatre, New Haven, Peb. 18, 28.

As their mid-winter production, members of the Yale drama school have put together a creditable piece of stage entertainment. It's an expose of the present so-called Father Divine religious racket. Lacking the polish of finished playwriting, a natural shortcoming, in a student production, play nevertheless has moments of great power and carries several punchy scenes, Author has done mean acceptionally large cast. Story, done partly, and very effectively in verse, tells of Rachel Jackson, simple Negress whose faith in her church holds, out until all her friends desert her in favor of following. The Apostle of Light, tricky evangelist who gathers a flock by the simple means of feeding and housing them free. Later he relieves them, to they don't know, what's coming at the time when they join the others and is about to deed over her house to the 'Apostle' when her youthful son kills the preacher to prove to his followers that he's a fraud and can experience death like any human. Rachel and the others eventually return, to find a new strength of the production is choral singing, shag, swing, and Negro rhythm steps. Music is the form of the play, Much of the production is choral singing, shag, swing, and Negro rhythm steps. Music is Mayorion to one ye fashed William Corrigan, her son, Dorothy Neumann, a convert, and Paul Peter Mitnick, the Apostle, do well in the leading roles. Staging by Frank McMullan and Constance Wilch handles group scenes incley and uses to good advantage a semi-bare setting in the form of a series of steps. Only an ocasional prop is brought in the form of a series of steps. Only an ocasional prop is brought in the form of a series of steps. Only an ocasional prop is brought in the form of a series of steps.

#### Ex-Guy Sponsors Thesp

Santa Barbara, Calif., March 1. Santa Barbara, Calit., March 1, Hudson Faussett, film protegs of Harold Hoffman, ex-governor of New Jersey, will test his talents be-fore the footlights. He has been signed by Arthur Beckhard for the juve role in The Stork Laid an Esgr. Play is set for late March produc-

# Inside Stuff—Legit

In show circles, Wine of Choice, which opened at the Guild, N. Y., last week, is rated on a par with S. N. Behrman's other plays of the past several seasons. That the critics did not think so was surprising but explained as psychological-due to the cast presence of former drama critic, Alexander-Woollcott, a featured lead in the play. All the reviews, however, lauded woollcotts performance, but one notice queried the reason for his yen to be an actor, crick stating he is well off financially as an author and commentator.

mentator.

Woollcott got the critical breaks with indicated under-rating of play,
Currently Woollcott is the fattest actor on the boards. His initial appearance before the footlights was 'Brief Moment,' also authored by Behrman,

One of the most objectionable features of New York theatre-going, that of pan-handlers threading through audiences in the lobby at intermission time, may be brought under control. Cops who permitted the practice are said to have been ordered to keep beggars away from theatres. Programs now carry a notice signed by William Hodson, commissioner of Welfare, N.Y., which reads: Patrons... are requested not to aid professional beggars soliciting alms on the streets. Mayor La Guardia, states the people of the city are contributing millions of dollars for the care of the destitute. There is food and a bed for all. Notice includes the address of the municipal lodging house, open day and night for feeding and shelter.

Widow of Robert Stevenson, Sr., former Broadway boxoffice treasurer who died last September at Laguna Beach, Cal., also expired on the Coast Feb. 19, while undergoing a major operation. Remains were brought East and funeral services were conducted at Hollis, L. I, last Thursday (24). Mrs. Stevenson, who was visiting relatives on Long Island, had recently returned to the Coast to dispose of a home they had built there last year, Ticket man, who had his leg amputated several years ago, was a victim of cancer. Daughter about 12 and son, Robert J., by a former marriage, survive.

'Censored,' which opened at the 46th Street, N.Y., last Saturday night (26) to a critical smacking, was undergoing doctoring until almost curtain time. Two entire scenes, including the windup (which supposedly explained much of the preceding action), were penciled out the atternoon of the premiere. Idea was that the Friday night (25) preview audience applauded the next-to-final scene curtain so much, al. Woods, the producer, decided that was the best place to end the play. Other scene was yanked because the crew couldn't set the lighting system correctly at the last

Contrary to reports in the dailies, Burgess Meredith has no intention of appearing in a Marc Blitzstein musical next season. Basis for the stories, which appeared in various dramatic columns in New York, was that the actor and Blitzstein were seen together one night week before last. According to Meredith, the idea of his doing a show for the author of 'Cradie Will Rock' never was mentioned. In any case, he has tentative plans for a musical with Kurt Weill. Whether that involves his Drama Associates, Inc. isn't indicated. Inc., isn't indicated.

When it winds up a 16-week run at the St. James, N. Y. next Saturday night: (5), 'Pather Malachy's Miracle', will have grossed about \$158,500, cording to Vantray's boxoffice estimates. Show opened Nov, 17 and got \$9,500 on the first full week. Highest week's biz tover the New Year stanza) was \$17,000. Presentation was getting about \$11,000 for a period of seven weeks, but lately has been down to around \$9,000. It goes on tour Monday (7) under the joint sponsarship of Delos Chappell and the Theatre Guild.

Hume Cronyn has replaced Ralph Hertz in the part of Abe Sherman in There's Always a Breeze, opening tonight (Wednesday) at the Windsor, N. Y. Explained the change was made because the part was rewritten, not due to the management's dissatisfaction with Hertz's performance. Shift was made during the show's Boston tryout. Comedy deals with a meek individual who confesses a murder to attract attention. Joseph M. Hyman and Irving Cooper are presenting it.

#### 'Rat' 1-Niters, \$10,500

Wilmington, March 1.

Brother Rat' road company, giving performances in Roanoke and Danville, Va. Frederick, Md., and here last week, wound up with nearly \$10,500 on the stanza.

Company moved on to Baltimore after Saturday night's (26) performance here.

#### Take' \$23,700, M'waukee

Milwaukee, March 1.
Road company of 'You Can't Take
With You' grossed It With You' grossed a smacking \$23,700 at the Davidson theatre here ast week.
Stay included nine performances.





學者和自己的學科

WILLIAM LIEBLING

30 ROCKEFELLER PLAZA, RADIO GITY, NEW YORK

ANNOUNCEMENT

DOROTHY STONE

**CHARLES COLLINS** 

"HOORAY FOR WHAT"

MONDAY, MARCH 7th

AT THE

WINTER GARDEN, NEW YORK

# Room Service' Sock \$13,000, Chi; **'Richard' \$12,000, 'Tonight' \$10,000**

Chicago, March 1.
Two shows opened here last week,
Room Service at the Selwyn and
Richard II' at the Grand. Former is
in-for an inder run and looks set for
long stay, perhaps through the
summer. Latter, is in for only three
weeks and will have to build to,
finish with any profit on the stay.
Farce caught on without the stay,
rear and public of the stay,
for any control of the set of the set of the stay,
for any control of the set of

Richard II, Grand (2d week) (1,400; \$3,30). In for three weeks; got away slowly from the opening gun, and had to be satisfied with \$12,000 for the initial session, considerably under capacity; price hurting

siderably under capacity; price hurting
"Room Service," Selwyn (2d week)
(1,000; \$2.75). Strong entry, with
farce and comedy stuff perfect for
the public taste these days around
here; heavy money at \$13,000 for
premiere statuza.
"Tonight at \$13.0," Harris (5th-last
week) (1,000; \$2.75). Came in for
two weeks and staying five, to bangup; trade; touched fine \$10,000 again
last week; closes Saturday (5).

WPA

"Tailor Becomes Merchant," Great
Northern. Semi-arty, Yiddish piece
will depend party.

#### CORNELIA O. SKINNER GRABS \$12,500, WASH

Washington, March 1.
Diligent cultivation of capital audiences for five years spaid dividences of the property of the property

#### 'Babes' \$5,000, B'klyn; 'Patsy' Okay at \$3,500

Brisk biz at Werba's Brooklyn with musical. Babes in Arins, and Majestic with The Patsy last week Brooklynies havent had so much legit activity in downtown area in years.

years.
Brattleboro Players at St. Felix Playhouse are rehearsing The Black Eye. Comedy, coming in next Monday (7) with Harry Young in the lead role. Production of Shining Hour's due at Academy of Music Saturday night (5), with George Blackwood directing and playing lead role.

#### Estimates for Last Week

Estimates for Last Week

Babes in Arms. Werba's BrookJyn (2d week) (1,500; \$1,50), Good response to this musical; profitable
\$2,000 in the (iii)

House reoped with this one starring Helel Ford; okay \$3,500.

#### Hampden 6G, New'k, N.J.

Newark, March 1.

Walter, Hampden in Ethan Fromed did fairly well at the Shubert last week, with the bo, doing nearly \$5,000. Crix did not wax enthusiastic over the play and only the name of Hampden brought the customers in: Current offering is a revival of White Cargo.

in. Current offering is a revival or White Cargo.

Estimate for Last Week
Esthan Frome, Shubert (1.960;
\$1.501. With three mights cut-rate, a fair \$6,000. was just about reached, due solely to the Walter Hampden name.

#### Road Legit Grosses

Estimated Total Grosses Last Week ..... \$239,800

(Based on 21 Legit Shows)
Total Grosses Same
Week Last Year ... \$223,200
(Based on 15 Shows)

# BREEZE' \$3,600 **YES'** \$12,000, **BOSTON**

Closing of two shows last Saturday (26) left the town bare of legit. Al-ways a Breeze vacated the Shubert after two-week tryout; and Yes, My Darling Daughter concluded a good five frame date at the Plymouth.

five-frame date at the Plymouth.

Next entry, is the new Cole Porter musical, 'You Never Know, March 7. Rodgers and Hart production, 'I Married An Angel,' is penciled in for April 4 at the Shubert.

tor April 4 at the Shubert.

Estimates for Last Week

'Yes, My Darling Daughter, Plymouth (1,480; \$2.75), Although the takes skidded after the two weeks of Gulla subscription support, this one enjoyed a very satisfactory run here and hit \$12,000 for the fifth and final frame.

There's Always a Breeze,' Shubert (1,590; \$2.20). Holiday helped a bit, but the second and last week was pale at \$3,600.

# **WOMEN' \$17,000,** 'PORGY' 18G, S.F.

San Francisco, March 1. San Francisco, March 1.

The Women' wound tup its stay at the Geary last Saturday night (26) to one of the best weeks the house has seen in ages. Good business was clicked off despite the season's first warm spell and the competits offered by Porgy and Bess' at the Curran next door.

Lutter show has been pulling nice grosses, but not enough to cover its big nut. Geary is dark this week, but gets 'You Can't Take It with You' next week. Abbey Players come into the Curran next Monday (7).

#### Estimates for Last Week

Estimates for Last Week

"Pergy and Bess," Curran (3d
week) (1,500; \$3.30). Although the
second week's take reached \$18,000,
that figure was not enough to lift
the show out of the red, with the
closing of 'The Women,' however,
Torry is being held over, this week
Torry is being held over, this week
Players come in next Monday (7).

"The Women, 'Geary, (1,500; \$2.50).
Town hasn't had have a smash in
the first of the three
weeks being about \$44,000, House is
dark this week, with 'You Can't Take
It with You' slated next.

WPA

The Amazing Dr. Clitterhouse; 103.

WPA
The Amazing Dr. Clitterhouse,
Alcazar (1st week) (1,269: \$1.10).
Whodunit opened dast night (Monday). Sun and I wound up a weekweek run to good business.

#### Abbey \$6,600, St. Loo

Abbey \$6,600, St. Loo

Abbey Players failed to run to the form of other legit offerings at the American Theatre during the current season and failed to grad of a five that the season and failed to grad of a five that engagement ending. Saturday 1261. Foreign troupe found a ferriffic let-down in interest and eventhe local crix, found complaint in several of, the plays offered. For a change, the brand of weather for legit entertainment was o.k.

Tobacco Road which has garnered \$60,000 in 45 performances during three previous visits within Jourears, moved into the American for another, week's engagement Sunday 1271. John Barton is the third to play the role of Jeeter in St. Louis.

Estimate for Last Week.

play the role of Jeeter in St. Louis.

Estimate for Last Week.

'Abbey, Players,' American, 11.707,
22.241, 'Take just barely reached the
66.600 mark for nine performances
for disappointing run; Abbey
Players take place beside Tonight at
8.30' as, being only legits failing to
collect a five figure take during the
current season.

#### Victoria' Grabs \$32,600 For Ohio Split Week

Columbus, March 1:

Helen Hayes smashed all local records for dramatic fare by taking in \$17,800 last week in five performation have played. Merchant of Verned at extra matinee Friday, but switched to, 'Victoria'. House sold out in couple of hours after announcement of change. All reserved ducats for regular performances were sold two weeks in advance.

Stimate for Last Week

Estimate for Last Week

'Victoria Regina,' Hartman (1,634;
\$3,30). Broke all records except for old 'Follies' at \$5 top; great \$17,600 for five performances.

Indianapolis, March I.
Helen Hayes in Victoria Regina'
hing up the season's high at the
boxoffice of the English theatre for
four performances starting Monday
(21). House was practically sold
out by mail order, with only about
30 seats available: when window
opened a week prior to play date.
Standees: were present at all performances, adding about \$400 to the
take.

take.

Next week. March 7-12, will be filled by John Barton in "Tobacco Road, four days, and Walter Hampden in Ethan Frome, two days.

Estimate for Last Week.

'Victoria Regina,' English (1,200). Biggest gross of the season, with

# 'RAT' O. K. \$9,500, WALTZ 7G, **PHILLY**

Philadelphia, March Philadelphia, March I.

"Yes My Darling Daughter," which had three weeks skedded at the Chestnut, has switched to the Forenest instead and opened there last inght (Monday). Latter house will also get Cole Porter's 'You Never Know March, 28, and is slated for the Mercury's 'Julius Caesar'. Locust gets 'Room Service' a week from Monday (14) and then probably 'You Can't Take It With You.'

Brother Rat, after announcing last three weeks, iumped a notch last week. Save Me the Waltz,' considerably bettered by revision, continued to subsist mostly on its subscriptions in the second, and final week at the Chestnut.

Estimates for Last Week

Estimates for Last Week

Brother Rat' (Locust) (1,400; \$2.75)
(9th week). Announcement of last weeks upped biz a little; \$9,500; Room Service next;

auom Service' next.

"Save Me the Waltz" (Chestnut)
(1,646; \$2.75). Subsisted mostly on
subscriptions, although gained by revisions during stay here; \$7,000 last
week (second).

#### 'Can't Take' \$17,000, L.A.; Sunday Performances

Sunday Performances
Los Angelee, March 1.
Playing to smash trade on the first
two weeks and with an exceptionally heavy advance for the current
and next stainzas. the Biltmore is
holding 'You Can't Take It With You'
or a fifth week. Engagement terminates March 19, with Sunday shows
added for the duration of the run,
for nine performances weekly.

Estimate for Last Week
'You Can't Take It With You,'
Estimate for Last Week
'You Can't Take It With You,'
Biltmore (30 week) (C-1,056; \$2.75).
Jumped ahead of the first stanza and
hit nitty \$17,000.

The Great Barrigton, 'Hollywood
Playhouse. Doing so-so on second

"Dracula," Mason. Stock produc-tion with Frederick Pymm. title role.

'Loyalties,' Maya . Moved down-town after Hollywood run.

#### 'Caesar' \$7,300, Balto

Boltimore, March I.

Brother Rat' is back again this week for its third visit to Ford's and promises some interest. Last week, the Alex Yokel road show of the Mejcury production of Julius Caeson' garnered Javorable indices but didn't get much business. Thanks to a heavy holiday matinee and a mounting weekend play, the show wound up with \$7.300.

Legit 'slate, is rather bare except for the listing of the Theatre Guild'set for Ford's for March 15.

Estimate for Last Week

sct. for Ford's for March 15.
Estimate for Last Week
'Julius Caesar, Ford's (1,900, \$2,20).
Grad critical reception, but miscal
peting off to bullish pace; strong
matinee, biz Washington's Birthday
and Saturday helped to \$7,300.

# B'way Wash. Birthday Biz Fair, **Income Tax, Lenten Slump Impend: Enough' Gets \$15,000, 'Wine' \$11,000**

#### B'way Lezit Grosses

Estimated Total Grosses
Last Week \$353,000
(Based on 27 Shous)
Total Gross Same Week
Last Year \$415,000 st Year ..... \$415,000 (Based on 24 Shows)

Broadway had a fairly strong Washington's Birthday period, the final holiday stretch of the season. Material increases were the exception, grosses on the week showing only mild betterment, even with added matinees. Show business now faces the annual Federal and state income tax deadlines and the Lentenperiod, which starts today (Wednesday).

Among the recent arrivals, one or two are promising, particularly Once is Enough, at the Miller. It grossed \$15,000 for the first full week, including extra malinee. Wine of Choice at the Guild, the press among the press are supported to the control of the first full of of the

the subscription period. Casey Jones, at the Fulton, is in doubt, and more so is Censored, at the 46th Street.

Susan: and God' easily hold the Munder. One spot among straight for the Susan and Substance, and also playing an extra malinee; Star Wagon, over \$15,000. 'Golden Boy, ditlo: Shadow and Substance, almost that much, and Our Town, '\$13,000 about completed the leaders, but 'You Can't Take It With You topped \$12,000 in eight performances and the leaders, but 'You Can't Take It With You topped \$12,000 in eight performances and the leaders, but 'You Can't Take It With You topped \$12,000 in eight performances and the leaders, but 'You Can't Take It With You topped \$12,000 in eight performances and the leading that the substance of the substan

"Bachelor Born, Playhouse (6th week) (C-878, \$3.30). Will move again next Monday (7), going to Lyeeum to make way for 1 Am My Youth, Bachelor okay, with \$9.500 estimated.

estimated.

"Between the Devil," Imperial (11th week) (M-1.488; \$4.40). Upped attendance early last week for holiday performances estimated sending gross around \$20,000 mark; some profit.

gross around \$20,000 mark; some profit.

Brother Rat, Ambassador 64th week) (C-1,158; \$2,20). Added matinee did not materially boost takings on the week but run comedy made (Casen Jones, Fulton (2d week) (D-913; \$3,30). Parties most of the week so starting pace not clearly indicated; \$8,000 or bit move, not so hot; 'All the Living' booked for house March 24.

'Censored, 46th St. (1st week) (C-1,375; \$2,20). Opened Saturday inght (2d), distinelly adverse press; 'Father, Malachy's Miracle, 'St. James (16th week) (C-1,520; \$3,30). Final week; goes on tour to be presented in association with Theatre Guild as subscription offering; around \$10,000, last week.

'Golden Boy,' Belasco (18th week) (C-1,00; \$3,30). Binises has been two lines added matineers \$16,000 in the week.

'Hodray for What,' Winter Graden.'

'Hodray for What,' Winter Graden.'

'Hodray for What,' Winter Graden.'

excellent: last week's tagents were upped by added mattines; \$16,000 in nine times.

'Hooray for What,' Winter Garden (14th week) (M-1,671; \$4.40). Gave matines on holiday afternoon; as with other musicals no added performance; somewhal better however, with takings around \$27,000 mark.

Withdrawn ...aurody ...26 fatter flaving the weeks; drew fair pressult business was discouraging.

'T.d. Rather Be Taight, Alvin (18th week) (M-1,255; \$4.40). As big ever; stuck to nine performances with holiday shows, namned with standeers \$32,000.

Vanderbitt (5th international transport of the standeers \$32,000.

Vanderbitt (5th international transport of the standeers \$32,000.

Many Manslons, 44th Street (19th week) (D-1,223; \$22.00).

Wany Manslons, 44th Street (19th week) (D-1,223; \$22.00).

Wany Manslons, 44th Street (19th week) (D-1,223; \$2.00). Weekly incl. (20th international transport of the standing part grossed an estimate of the

matinee draw life sover; last week topped \$6,000; scale lowered from \$3.30

topped \$6,000; scale lowered from \$3.30.

Of Mice and Mcn, Music Box (15th week) (D-1,019; \$3.30). Went up about \$1,000 without playing an extra performance; over \$11,000, which is satisfactory for drama.

'On Borrewed Time, Longacre for week) (D-1019; \$3.30). Grisss in mine performances the takings were quoted around \$17,000; rated best of winter crop.

'Our Town,' Morosco (5th week) (D-961; \$3.30). Also played extra matinee last week and drew top gross so far at \$13,000; fair in agency demand; strong at boxoffice.

'Once is Enough,' Miller (3d week) (C-944; \$3.30). Looks well up in the money; new comedy established excellent \$15,000 on nine performances.

'Boom Service,' Cort (24d week).

C.944; \$3.30). Looks well up. in the money; new comedy established excellent \$15.000 on nine performances. State of the control of the contro

last week one of longest run dramas ever on Broadway; quoted over \$6.500.

'You Can't Take II with You,' Booth (64th week) (C-708; \$5.301, field the pace without an extra performance; takings, again approximate, which whe, 'Hudson Iist week) (R-1004; \$3.301, Presented by Elsa Maxwell and Leonard Sillman; intimate revue with some material tried out at Dennis last summer; opened last night (Tuesday).

'Wine of Choice, 'Guild (2d week). (C-914; \$3.30). Divided notices, but business fairly good and indication are for stay beyond the subscription. limit; \$11,000.

'Pins and Needles,' Labor Slage (12th week) (R-500; \$2.75). In small house, garment workers inion show doing very well; estimated around windsor, where it sailed to make grade; \$5,000 or less.

'A. Fireman's Flame,' American Music Hall; freak; meller in night 'pol.

Revivals

'Julius Caesur' and 'Shoemaker's.

West Call; freak, meller in night spot.

Vallus Cascur and 'Sheemsker's Heliday, National (17th week) (13f8; 25,003275). Revivals still drawing Murder in the Cathedral, Ritz 3d. week) (13f8; 33301). Closes Satirday, two and one-half week; costly import.

A Doll's House, Broadhurst (10th week) (1,116; 83,30). Now announced to stay into spring; London engagement called off.

# Ace Singers Push Met to \$69,000; N. Y. Symph Hits Average \$16,800

Only the Metropolitan Opera and the Philharmonic were active among the name concert attractions in New York last week. Both pulled satisfactory business. Met offered eight performances again, three of, which were Wagner operas. Otello, which is having exceptional popularity this season, due to ago, again, drew a packed house Monday (21) night Jan Kiepura Suprise cick of the season, appeared twice. 'Carmen' and 'Rigoletto, Feature of this week's bill is the Met's first performance of Gian-Carlo Menotti's 'Amelia Goes to the Bail.' Philharmonic plays four concerts again this week. Efrem Zimbailst is the soloist.

eminarmonic plays for Contents the soloist.

Stimates for Last Week.

Meson and the soloist of the soloist of the soloist.

Meson and the soloist of the sol

# Met, Guild Fail To Reach Pact; **Pop Terms Set**

Agreement by the American Guild of Musical Artists with the Metropolitan Opera Co. has still not been signed, it is understood. While both sides have refused to discuss the matter, it has been learned that a verbal-accord has been reached on most points.

AGMA last week drew up a new basic contract covering pop-price operas. While the terms contained follow the general line of the temporary pacts signed with various companies last summer and fall, it has been stiffened all along the line.

companies last summer and fall, it-has been stiftened all along the line. Binder covers recognition, Guild shop, wage minimums, rehearsal rules, working conditions, traveling expenses, etc., both in and out of New York

New York.

No impresarios have signatured the egreement so far, but all will be required to do so before they may proceed with opera performances. All pop-price companies except Alfredo Salmaggi's Hippodrome Opera Co. N. Y., signed the temporary pacts and all, including Salmaggi, have been observing the AGMA basic terms. Contract is effective immediately.

Leo Fischer, executive-secretary of the American Guild of Musical Artists, who goes to the Coast to-morrow (Thursday), for about 10 morrow (Inursday), for about 10 days, expects to attend to various organizational matters there, includ-ing an agreement with the Holly-wood Bowl management regarding bullet dancers.

Lost in Transit, Bailet

Shows Sans Costumes

St. Louis, March 1.

Decked in street clothes and with a back drop as the only scenery the Iwam Strawbridge troupe of aneers gave a performance bore 1.2003 of the March 2. How the M

#### Operatic 'Enoch Arden'

Berlin, Feb. 23.
Tennyson's dramatic poem, Enoch
Arden, has been set to music by
the young German composer, Otmar

Gerston.

Opera is to be performed at the music festival in Stuttgart to be held in May in conjunction with the annual congress for the International Cooperation Between Composers.

# Groups in Cleve. Clash in Shrine's **Drop of Concerts**

Cleveland March 1.

Cleveland. March 1.

Postponement of six Shrine-sponsored concerts only four days before first by Grace Moore, slated for Public Music Hall last Thursday (24), hit local music circles like a bomb and is still reverberating.

Shelved recitals, which have never been paralleled here, involved Nino Martin, originally booked for March 17; Elisabeth Rethberd 17; Elisabeth Rethberd 18; Albert Spalding, April 21; Lily Pons, March 17; Elisabeth Rethberd 18; Albert Spalding, April 21; Lily Pons, March 17; Elisabeth Rethberd 18; Albert Spalding, April 21; Lily Pons, March 17; Elisabeth Rethberd 18; Child, was stated without any knowledge that most of these artists were also to appear at civic auditorium, here April 24-May 9 in Metropolitan's spring repertory. Another factor was that Miss Moore's date conflicted with first hollowing its Eastern tip.

Checks were mailed back Feb. 22 to subscribers of concerts, which were sold in two books at \$4 top each. Fraternal club was stuck for about \$15,000. Miss Moore was supposed to get \$4,000. Reported that advance sales on her concert came to less than \$700, but Hulnick denied it.

to less than \$700, but Hulnick de-

advance sales on her concert came to less than \$700, but Hulnick denied it.

Accusations are being swapped, but solto voce, among sponsors, who are trying to find a goat.

Fact that all A. K. S. recitals fell on Thursdays, the same nights as Cleveland Orchestra's symphonies, had also been overlooked. One official said he didn't know about this unintentional friction until he read the conflicting schedule in Vanistry several weeks ago.

First indication of blowup came two weeks ago when Elmer Wiener, handling publicity, and Ted Tate, in charge of ticket sales, walked out.

While six musicales are on ice the A. K. S. remains in quandary. Original plan wasto run then off this season in conjunction with three stage sows, a trio of legit plays and three hotel dances at cut-rates. Since Metoperia technically closes musical season in May they may have to postpone concerts until fall.

#### SALZBURG OP'S NO SALE KICKS BACK IN DETROIT

Detroit, March 1.

#### Concert Reviews

#### Ted Shawn Dancers

Ted Shawn and his ensemble of men dancers are attempting to re-vitalize form of entertainment that for the past few years has dethat for the past few years has de-clined. For over 20 years an ex-ponent of the ballet, Shawn is try-ing to rebuild his all-men troupe to the level it had when he and Ruth St. Denis were touring the world with a mixed group.

Without girls, scenery and other production effects usual for dance presentation. Shawn brough his sale sounday night (27).

This is the dener's fifth spaces

Sunday night (27).

This is the dancer's fifth season with the all-men troupe and exactly five years since he severed the long professional partnership with Miss St. Denis, whom he married before

St. Dens, whom.

In this performance, his first in New York this season, Shawn presented 'O, Libertad, described as an American saga in three acis; very effective. It was the first in a series of five he will present on consecu-

seemed O. Libertad, described as an American signal that the state of the he will present on consecutive Sundays.

There are 10 dancers in the group, including Shawn and Jess Meeker, plants who composed the music-Shawn composed the choreography, with several other members having a hand in the sports, dances.

There are 10 dancers in the group, including Shawn and Jess Meeker, plants, who composed the music-Shawn composed the choreography, with several other members having a hand in the sports, dances, and the incerpretation of the primitive Aztees, in five dances. It's only when the dances reach a more immediate era, the past quarter century, in the second act, that it points up. College Campus, Furrowed War, and the subsequent Jazz Age are tops. Depression and Recovery are sharply out. Putture includes one of Shawn's more famous dances, the Kineic Molpai, which visualizes with some restraint. Besides Shawn, who has slowed up considerably, the troupe consists of Barton Mumaw, the best, of the ensemble; Frank Overlees, Wilbur McCormack, Dennis Landers, Fred Hearn, Foster Fitz-Simons, Frank Group works on a co-operative basis, each, including Shawn, drawinstructors in Shawn's dancing school during the off-season. When they complete their season in May, they will have completed on a four of 125 cities. All also chip in with the labor chores of trouping, carpentering, trucking, etc.

Shawn and his dancers have some picture possibilities but they're very limited. Their concept in the property of the property of the property of the substance of the property of t

#### THE CAPTIVE

Opera in 3 acts; book by Frederick Arnol Kummer; music by Gustav Strübe; pr. santed by the Balltimor Civic Opera Costaged by Eugene Martinet and Europe Control of the Cont Pab. 28, 28
Ramona, Margaret Gilber
John Barton (Tucker
Ormiston (called The Firebrand) Artificer
Ormiston (called The Firebrand) Artificer
Portuguess Jose (Carlion Ford)
Samuel Willoughly (Lawrence Wolfe
Cotton (William Leach

Organized six years ago for the production of opera by local talent, the Baltimore Civic Opera Company has a repertoire of the Standard the Baltimore Civic Opera Company has a repertoire of the Standard The Captive is the first attempt at an original, and strictly a hometown set-up throughout. Book has nothing to do with the similarly titled play by Edouard Bourdet.

With book by Frederick Arnold Kummer, a short story writer and author of several ilbrettos for Broadward Manuela, the misc has been well as the several muscle, the misc has been well as the several muscle, the misc has been well as the several muscle, the misc has been well muscle to Karl Muck of the Boston-Symphony of another day. Under the direction of Eugene Martinet, also with Broadway and operatic background, the finished product is a most creditable attempt. Stand-out is Trube's score and orchestration which should bear attempt. Stand-out is Strube's score and orchestration which should bear groups. Kummer story lends itself to operatic treatment. Jeaning a bit heavily on a rather outmoded type of plot. It's all about pirates and buccaneers and a beautiful girl done wrong, but as such it supplies a fitting background for musical treatment.

Cast is uniformly sood, Morgaret.

ting background for musical treat-ment.

Cast is uniformly good, Margaret Gilner bearing the brunt of the act-ing and singing efforts valiantly. She's on most of the entire three acts. Brison, a Tucker, as the ro-ment of the control of the control gene Martinet. as heavies, also score. Production is quite adequate.

Isually effective and more so, in

Production is quite adequate.

Usually effective and more so in
the present production, is the mixed
chorus of over-100, which provide
an effective background and welltrained ensemble vocal support.

It took a heap of work to put on
The Captive! and plenty of nerve
to stage it in the Lyric, town's concert headquarters. The anished product was well received. Burm.

## Literati

Runyon's Mayfair Readers
Lord Beaverbrook, when here last week, stated that Damon Runyon was quite the thing with the sophisticates in London. Beaverbrook's Evening Standard runs two stories from 'Guys and Gals' a week—somebody, had 'recommended' the idea to the paper—and Runyon has caught on as a journalistic novelty.

Be averbrook's Invited Walter Winchell to come to London and doftst-hand observations of British show life, for the Standard, and thought Winchell's crack, 'I'd love to, but I've never been over there because I get seasick too easily. Capt. J. M. Patterson, editor-publisher of the N. Y. News, and Beaverbrook lunched at '21,' and even the weisenheimers there were impressed with the amount of public opinion these two great publishers could command and mould between them. Their own ideas on the European crisis are tacitly reflected in the London Standard and the N. Y. News' editorials on Eden, 'Chamberlain', Hitler, Mussolini, et al.

#### AP's Radio City Bldg.

AP's Radio City Bidg.

Though the new Rockefeller Center-building in the Radio City group will be officially designated as the Associated Press building, it already is taking on aspect of international news center structure. American-Swedish News Exchange, Trans-Pacific, and Far Eastern News Service already, have space reserved in the building. The 15-story building, which will be completed this fall, will be 50% occupied by the AP- and National Cash Register, according to latest indications.

The Rockefeller building between 5th and 6th avenues and 48th and 49th streets, which is to be called the Time, Inc., building, will be occupied in the next-month or 45 days.

rupied in the next month or 45 days.

Time's 15th Anni
Time Mag's 15th anniversary issue last week contained a facsimile insert copy of Vol. I. No. 1. There was also a story in its press section covering the history of the magazine, generally understood to have been written by Manfred Gott-fried. First staff list in the facsimile issue includes Thomas J. C. Martyn, founder of News-Week, John- Farar and Alan Rinehart, both now publishers.

By coincidence on the day of Time's appearance, the Literary Digest, former leading news magazine in its heyday, and 40 years old last week, announced, suspension for two weeks. Mag has been sold twice within the year, first to Albert Shaw, and then to George F. Havell. It once had a circulation of over 2,000,000.

Ummentioned in Time's autobiography are all of its magazine byproduce.

over 2,000,000.

Unmentioned in Time's autobiography are all of its magazine byproducts. One of these is Tide, started as a promotion stunt, subsequently sold to Raymond Rubicam, of the Young & Rubicam agency, who is personally the mag's largest stockholder at the present time.

900 Attend League Beneft
Author's League Fund benefit on
Sunday (27) at the Rainbow Room,
N.Y., was one of the largest gatherings of the literati in some time.
Nearly 900 persons attended.
Nitery was crowded, many
were forced to sit on the dance
floor, which was covered for the
afternoon, There was an informat
entertainment, for which Tony Sarg
was m.c.

New L. A. Examiner Pub.

Harry Bitner, general manager of Hearst publications, has appointed Harry Carrington, Jr., publisher of the Los Angeles Examiner, to succeed George Young, Carrington was publisher of the Oakland, Cal., Post-Inquirer for 12 years.

Another change in the sheet has Maj. A. S. Logan replacing B. P. Guild as business manager. Logan comes from Seattle.

Stevens Vice De Vote
George Stevens has succeeded
Bennard de Vote as editor of the
S turday Review of Literature. He
has been may sing editor of the
mag since 1933.

De Vote had been editor since
1936.

Neil Widow's Compensation
Compensation contracts in New
York include claims of employees
killed or injured while working
abroad, the Workmen's Compensation Division of the State Department of Labor explained in confirm-

ling a referee's allowance of \$10.38 weekly to Mrs. Helen Nolan Neil, widow of Edward J. Neil, Jr., Associated Press correspondent who died of shrapnel wounds the Spanish war from the Nationalistic An additional sum of approximately one-third of Mrs. Neil's allowance has been awarded to her small son, Michael J. Neil.

The awards are the maximum provided under the law: The referee also allowed funeral expenses of \$200 to the Associated Press. Directors

also allowed funeral expenses of \$200 to the Associated Press. Directors of the latter had already voted an annuity to Mrs. Neil.

Biog On Chesterton
Maisie Ward has been designated
by the widow of the late G. K.
Chesterton to write his official
biography and is searching for letters and data for the book.
Writer is Mrs. Frank Sheed, wife
of the publisher. Both are sailing
for England this month (12)

#### Tears for Burlesque

Tears for Burlesque

H. M. Alexander's Strip Tease(Knight; \$2), with 63 candid camera
shots of burleycue backgrounds by
Max Peter Haas, sheds copjous
tears for the vanished art of burlesque. It's a thin discourse of
the biz, made palatable for the lay
interest it's aimed for.

There's an appendix of trade
argot and the candid cameraings, at
the tag end. Some of 'em look like
they were snapped poor light,
and don't shape up we'll in enlargement.

Stanford's Play Contest.

Stanford Diversity is offering a \$300 prize for an original play in verse. It's the third of these contests, carries on in honor of Maxwell Anderson, Stanford alumnus. Contest closes June 1.

Sponsor's state that verse drams is becoming more frequent in the theatre and over radio chiefly through Anderson's Influence. First contest brought 100 plays and second doubled the entrants. All rights remain with the author, though United the contest of the state of main with the author, though University reserves the right to have it read in its Memorial Theatre for one night.

New Comics Mag
United Features Syndicate will issue Comics on Parade, new mag,
on March 11. Leverett S. Gleason in charge and Fred A. Methot, m

#### LITERATI OBITS THIS WEEK

LITERATI OBITS THIS WEEK
Gerritt Smith Griswold, 73, publisher of The Batavia (N. Y.) News,
died in Batavia on Feb. 24. He was
a charter member of the Associated
Press and formerly president of the
N. Y. State Press Association.
John T. Morgan, 46, former political writer on the Spokane Chronicle and later on the Los Angeles
Herald-Express, died Feb. 23 in Los
Angeles. Deceased handled the publicity campaigns for the last two
California governors.
Kenneth McCoy, 81, former editor
and publisher of Aledo, 111, weekly
newspaper, died Feb. 23 in Los
Angeles.
Fenelope L. Comfort, widow of

Angeles.

Penelope I. Comfort, widow of
Will Levington Comfort, novelist and
war correspondent, died Feb. 25 at
her home in Santa Monica, Calif.
Surviving are two sons and a daugh-

Surviving are we seem to re-ter.

Carl M. Chapin, 58, author and for-mer editor of the Waterbury Amer-ican, died Feb. 22 in West Hartford, Conn. He was at one time writer of a syndicated football column. Widow,

#### CHATTER

Fred Keating scribbling a book.
John Gunther due in Manila this

in Shaw working on a new It's to be a fantasy about New

play, It's to be a fantasy about New York.
Rosalind Russell, Metro. player, has written a book, 'And I Came to Hollywood'.
Leigh Quackenbush has joined staff of Your Life mag as. assistant managing editor.
Will James, whose book. 'Smolty' attracted attention, is working on a history of rodeos.
Max Schuster, the publisher, and Silas Seadler, Metro ad exec, will ranch it in California.
Helen Ormsbee has written a book. Backstage With Actors,' due March 22. Crowell publishing.
Whit Burnet back from West Indies cruises where he was recuperat-

Whit Burnet back from West In-dies cruise where he was recuperat-ing from lengthy illness.

Eric Knight back in the U. S. from (Continued on page 54)

#### Broadway

George Wellbaum a grandpop Charles Burke okay after several days in hospital.

Jack McInerney's Bermuda vacation temporarily off.

Russ Moon is in the vet's hospital up Kingsbridge way.

in Kingsbridge way.
Phil De Angelis to Hot Springs on
his annual trip there.
Leonard Gallagher around after
two months of influenza.
Janet Marshall nearly finished another play, as yet untitled.
Harriet Hutchins due back from
London today (Wednesday).
Miches Baron of the Alox Yokel Mickey Baron, of the Alex Yokel office, in Chicago on theatre biz.

Jules Girden, of Warner h.o., in General hospital for observation.

Harry Burns motoring back to the Coast and film chores—he hopes.

Broadway drummer has his social security number painted on his drum, Josef Israels, 2d, head of Pub-licity Associates, to the Bahamas for a vacation. Stella Berke, wife of B'klyn Par's Dave Berke, back from Caribbean cruse.

Frank Crumit was m.c. at a Providence orphanase charity show Sunday (27).

James Melton switched to Myron Selznick office here for films man-

Leonard Gaynor is recovering from skin infection. Came on top of

George J. Schaefer, accompanied y Mrs. Schaefer, back yesterday om Miami.

Harry Lawrence back to Associated Radio Artists after short session with Mills Artists.

Monroe Greenthal, a bridge wiz, reported to have played a 2c.-a-point game recently.

Bill Doll agenting 'There's Always Breeze.' Philo Higley ditto for reeze. Phi the Living.

Sylvia Shore (Harris and Shore), dancer at St. Regis hotel, out with fractured ankle.

Louis Harmon has gone to Pitts-burgh as company manager of Julius Caesar' road troupe.

Caesar and troupe and the control of the control of

trip.
Elevator strike at 1450 Broadway caused AFM headquarters in that building to close at noon Monday

(28).

Carl Fisher, of the George Abbott office, going to Philly this weekend (5) to oo, the touring 'Brother Rat' troupe there.

Bob Gillham due back this weeker from Hollywood. Probably bringing Terry Delapp, studio publicity head, back with the Carnetic trom.

ack with him.
Capacity mob turned out for the
Author's Fund benefit cocktail shinlig Sunday afternoon (27) at the
Rainbow Room.

Capacity mob turned out for the Author's Fund benefit cocktail shindig Sunday afternoon (27) at the Rainbow Room.

The Staufman, for last four years to staufman, for last four years of the Staufman of last four years of the Staufman of Selmick International talent executive, planed to the Coast Monday (28) afternoon.

Alan Corelli back from Florida where he straightened out local where he straightened out local where he straightened out local benefit problems for Theatre Authority and caught a giant tuna. Katl Swenson radio-acting in Locano Jones' serial tossed off a bit of the Respectarian footlight work for the Respectation for the Respectation footlight work for the Respectation for the Respectation

the Episcopal actors sally and ploth.

Mary Pickford going into the cosmetic field, is due in tomorrow (Thurs.) from the Coast to discuss details with her eastern manufacture.

Cosmette field, is due in tomorrow (Thurs.) from the Coast to discuss dealis with her eastern manufacture of the coast to discuss dealis with her eastern manufacture of the coast to discuss dealis with her eastern manufacture of the coast to discuss dealis with her eastern manufacture of the coast of th

weeks, probably will delay his de-parture home for a week or more. Attack of flu bedded him at Roose-velt hotel.

Phil Green, in Palm Springs with a bad ticker, had been writing the Lambs Clubbers about not getting enough mail. Jack Norworth settled Green's plaint by investing 90c. in answering those curious ads in the stag mags, and now the Palm Springs postman is plenty busy hauling sex catalogs, nude photos, etc., to the lonesome Broadwayite in California.

#### Paris

Elyane Celis off on provincial tour. Benjamin Miggins in from Ameri-

Suzy Solidor packing for Polish Amy Johnson in for auto racing

Betty Stockfeld to star in 'Nouveaux Riches.'

Dita Parlo signing to star in 'Ulti-

Maurice Dekobra to make 'Meteore

Maurice Chevailer winter sporting Fernand Gravet returns to Holly-wood this month.

Loulou Hegoburu set to star in new Lune Rousse Revue.

Lune Rousse Revue,
Film 'Carnet du Bal' having lots of
influence on fashion openings.
Censors thumb down 'Espagne' 37,'
issued by Spanish government.

Alexander Korda and son ove from London, but refusing to talk.

Jules Raimu and Gaston Baty made officers of the Legion of Honor. Seven cabinent ministers added prestige to the opening of La Mar-sellaise.

pressure to the opening of 'La Marsellaise!

Rumors that Deltrich will do next
film for yon Sternberg in England
and not in France.

Melita Mara, scheduled for Hollywood debut, resting up at St. Moritz
before her departure.

Harry Baur to essay role made
famous by £mil Jannings in French
version of 'The Patriot'.

O. P. Gilbert, author of 'Mollenard'
and Les Pirates du Rail, scripted
new scenario. Pilots de Ligne.

Open of the Standard of the Colbert on perfects of Claudette Colbert on the College of the Colbert on Standard of the Colbert on Standard of the Savo',
peering from steamship office windows.

Fierre Fresnay to standard of the col-

dows.

Pierre Fresnay to star and French air and navel forces to cooperate in anti-piracy film, 'Alerte en Mediter-

anee. Schiaparelli getting her inspira-ions from the Cirque d'Hiver and employing circus clowns and horses for buttons.

employing circus crowns and noises for buttons,
Jacques Castlelot slated for the principal role in the legit 'L'Emprise,' adopted from the English play by M.

principal role in the legit 'L'Emprise,' adapted from the English play by M. Stephen-Powys.
Abet Gance, author of 'J'Accuse,' going big here, to do film, 'Cicatrice,' based on the 'ideal man which Europe is seeking.'
Eric Von Stroheim at the opening of. 'La Marseillaise' with the news that he's to make 'Germinal' in England instead of France.

## Long Island

By Joe Wagner

Walkathon in Long Island City at-

Jimmy McGill and his music at Forest Hills Inn.

Summer rentals in the Rockaways starting with bang

More talk for a convention hall for the Rockaways.

Population in Queens again on the increase now 1,302,615,

Mildred Whitney again directing ne Great Neck Players. the

the Great Neck Players.

Mort Gold again directing the charity circus in Jamaica.

New pic house being planned for Elimburst-Jackson Heights.

The player was in Jackson Heights.

New Earle theatre in Jackson Heights, being readled for opening.

Johnny Morgan attracting them at the Boulevard Tavern in Forest Hills.

Hills.
Forest Hills has another restaurant on Queens Boulevard near Fair site.

Topsy's.
Forest, Hills' literary colony has another addition with the arrival of Millen. Brand, who wrote. Outward Bound.

#### London

Constance Carpenter suing Ord Hamilton for divorce.

Bothy Howes out of Hipp's 'Hide and Seek,' due to loss of voice.

Betty Kean will likely go with Cliff Fischer this summer at Les Ambassadeurs, Paris.

Mrs. Lewis Adler, mother of Larry and Jerry Adler, back from nursing home after bronchial trouble.

Mal. McKeigue to be best man at the wedding of Arthur (Pennies from Heaven) Johnson and Loretta Sayers.

the wedding of Arthur (Pennies from Heaven) Johnson and Loretta from Heaven) Johnson and Loretta Parkeller (Pennies from Heaven) Johnson and Loretta Davie Bader taking a print of Port Arthur, the French film, starring Danielle Darrieux, with him to America for dubbing.

Miss Vloiet Crosby, Metro's European talent scout and research worker, off to Hollywood to conferwith Metro executives.

Gracie Fields new picture, He was film of the Heaven of the Heaven from the Heaven fro

self. agency business for him-Sydney Carroll will produce a new play by William Boehnel, called Flood Tide, founded on A. P. Her-bert's novel, The House by the River,

bert's novel, The House by the River.

Hartley Power to star in 'Death on the Table, which Basil Dean bought for the St. Martin's theatre after its Richmond theatre tryout. To be done this month.

Cliff Whitley with the Sunday Pictorial for last six months as columnist, at \$500 per, quitting. Goes back into the hotel biz, having leased into the hotel biz, having leased road house 20 miles from London.

Do We Not Bleed? a play produced for Sunday show at the Aldwych, by G. H. Grimaldi, dealing with Nazi regime, has been asked for by Metro to see if it has film possibilities.

Aldwych, by G. H. Grimaidi, desinia, with Nazi regime, has been asked for by Metro to see if it has film possibilities.

Charles Cochran flying to Berlin to make final arrangements with Jack Hylton, who is playing at the Stalla, for his costarring part with Tack Hylton, who is playing at the Stalla, for his costarring part with Tack Hylton, who is playing at the Cochran revue. At the next Dealty Mail Ideal Home Exhibition at the Olympia skedded next month, television will be operated. The British Broadcasting Corporation is erecting a special studio at a cost of \$10,000.

Kathleen Greenwood, daughter of Honorable Arthur Greenwood, exminister of health, slated for return to the stage. Her last appearance was seven years aro in Archie de British Cormack, who came overhere for Mayflower Film Productions, to adapt 'Vessel, of Wrath, company's first film, has been signed for another year, He is now on the seript of 'Jamaica Inn,' which is to be done after 'St. Martin's Lane. Self and wife slightly injured in automishap in Paris.

Lilli Palmer, Viennese film actress, won recently appeared in Gaumont-British pictures, is to have one of the control of the control of the control of the legit Road dentist. Two leading male patin will be handled by Malcolm Keen and Martin Walker.

## Minneapolis

By Les Rees

Max Roth, Republic district manager, in town.

Universal moved into new exchange building.
Phil Dunas, Columbia district manager, a visitor.

George Turner, Metro salesman, to vacation in Florida.
In Florida i

Forest Hills literary colony has another addition with the arrival of Millen Brand, who wrote. Outward Bound.

Miami Beach

Benny Fields into the Hangar. Cross and Dunn into Dempseys. Tom Mix frequenting the interies. Don Dickerman's mother based away.

Drive in Theatre is Miami newest amusement.

Mischa Levitzki a guest at Mazica Hall concert. Levitzki a guest at Mazica Hall concert. Sonja Henie thow hed over extra day. Capacity biz. John Golden here for his 22nd consecutive winter vacash in Miami Beach.

honor of Hud Lohrenz and C. K. Olson, new district and branch manager, respectively.

Sid Davidson, special 'Snow White exploiteer, from New York, off to Duluth where picture will run four weeks at Granada theatre.

Metro held special invitation screening of Of Human Heart's for the second of th

#### Sydney

Wet spell brings biz.
Hoyts' Century opened 'Emile
Zola' (WB) to grand trade,
Stated that when quota produc-tion really gets under way. Holly-wood importees will face the local cameras.

Stated that when quota production really gets under way. Holly-wood importees will face the local cameras.

Cycle racing is pulling good tradeconce weekly in Victoria under indie matagement. So far it's not hurting Maytime (MG) is proving a very big success in Melbourne at Met's own acer. Pie is also hot here and in Brisbane.

Claude Flemming, formerly of musical comedy, taking care of the performers at the 180th Anniversary Celebrations here.

Home vaude performers are finding a fair amount of work now-adays in the nabes and six—mostly with one-nighters.

Fay Compton has introduced Fumed Oak into Noel Coward's Tonight at 8:30' at King's, Melbourne, for Williamson-Tait, as resigned to fow with Greatfact, has resigned to will be to handle Clincound.

One of the surprise hits here is Night Must Fall' (MG), playing for Greater Union. Another big hit here on the solo try is '100. Men and Girl' (U).

Sonja Henie is proving to be one of the biggest bo, attractions throughout Australia. Thin Ice' (20th) is stacking them in to record takes,

Okay for Sound' appears to be doing nicely in Melbourne for Williamson-Tait. Show to be spotted here, after which may come a New Zollowing flop of the Montague revue in Sydney at the Mayfair, this house now reverts to a film policy with premiere of 'Ali Baba Goes to Town' (20th).

In many of the principal nabe centers of New South Wales film managers are playing two-aday in the Mayfair, this house now reverts to a film policy with premiere of 'Ali Baba Goes to Town' (20th).

Town (2011). In many of the principal nabe.

In many of the principal nabe.

In many of New South Wales film changers of New South Wales film changers of the property of the

tion.

Following completion of the Adelaid season, A. B. Mareus will take his revue unit to Perth and the across to South Africa. Some talk about that Marcus may make another Australian-New. Zealand tour next year.

year.

Hoyts are bringing vaude acts in their acers with films. Bob Parrish, from Tivoll time, completed a run in Brisbane and given extended time: Bob Dwyer, who was with the Marcus show, opened okay in Melbourne, and Fred Goldman, local, has been doing well in Sydncy, Montague revue will be clipped to 80 minutes and played for two weeks in Brisbane.

#### Riviera

Serge Rachmaninoff Cunnes sellout.
Rafael Sabatini and missus also in Morte Carlo.
Myrio and Desha, specialty dance act, holding down first place at Pierre Passcron's Perroquet in Nice. Sidney Howard and wife in Morte Carlo before starting new musical in London, Play is Wild Oats and is being produced by Firth Shephard at Prince's theatre.
Annual dewish benefit held in Nice at the Hotel Ruhl music hall under the direction of Dr. Borrochovitch, president of-the Association Cultuelle Israelite of Nice.
O. H. Gropper, who years ago partnered a chain of exhib-house with Sid Cohen, and his wife, the former June des, Champe, of size.
In Monte Carlo for few weeks holiday.

#### Hollywood

Wilson Leahy battling flu. Leah Ray off for Detroit p. a. Joan Davis back from Seattle. Anna May Wong bedded by flu. Simone Simon recuperating at

Gary Cooper back from eastern

vacation.
Tay Garnett off for three months in Europe.
Moe Siegel back after hurried

Tay Garnett off for three months in Europe.

Moe Siegel back after hurried N. Y. jaunt.

William Keighley bought a Honolulu cottage.

John Carroll visiting his mother in New Orleans.
Bob Burns now a colonel on Arkansas guvs staff.

Don Stannard had head stritched after a fall in his home.

Standard and had head stritched after a fall in his home.

Joseph Schildkraut celebrated 25th anniversary as a thesp.
Dorothy Lamour building new manse in Coldwater Canyon.

Guy Bolton, English actor, getting his first glimpse of the town.

Marina Korda, Hungarian player, left hospital after operation.

George Brent negotiating for a hideaway in Soledad Canyon.

Nat Finston honored with birth-day dinner by Metro associates.

Partie Mayo and wife returned from tour of Europe and the Orient.

Sam Snider, Australian theatre chain owner, prowling Paramount lot.

lot. Lyons Weekland coming here from New York for Marie Antoinette'

New York for Marie and role.

Mark Silver, of United Artists Washington exchange, vacationing here.

Virginia Grey back from Frisco, where she recuperated from pneu-

worth, home after eastern honey-

worth, notice moon.
George Archainbaud and the missus back from New York and Washington, Mrs. Phil Baker and children en route east to reopen their Long

missus out the washington.

Mis. Phil Baker and children en route east to reopen their Long and the control of the control of

don.

Spencer Tracy, on the mend following intestinal operation, is planning a South Seas trip as soon as his medicos give the o.k.

Harry Sugarman, former theatre manager and now owner of a Rev-

Harry Sugarman, former theatre manager and now owner of a Bev-erly Hills nitery, is on the mend after second major operation in three weeks.

# Berlin

Karl Bohm batoning in Florence. Plaza, Berlin's biggest variety house, reopened.

Zeiss-Ikon turned out 7% divi-dend for the season.

Willem Mengelberg to lead Munich

Willem Mengelberg to lead municipal problems or chestra.
Walter Bruno litz, managing director of the State theater, Dusseldorr, Control of the State theater, Dusseldorr, Charles of the State theater, Dusseldorr, Charles of the State of the

Divorce, by Tobis, Paul Verhoeven directing.
Clemens Andrijenko, Ukraine Lenor, singing Italian, Russian and German songs the Berlin Philammonic.
Hans Fidesser, of Deutsches oprydoing guest performances at Nollendorf theatre Lehar's The Land of Smiles.
Astor Kurturstendendamn earning the money with Gullry's The Pearls of the Common Comm

all missions of the mission of the m

## **OBITUARIES**

THEODORE MITCHELL

Theodore Mitchell, 63, president and one of the founders of the Theatrical Managers, Agents and Treasurers Union, died Feb. 23 in his home in Beechurst, L. I., from a fall from a chair. It is believed that drowsincss overcame him and he toppled over. He went into the theatre in 1900; acting as press agent for Lillinan Russell, John Drew and others. He formed a partnership with the late Jeff McCarthy to handle film roadshows, starting with Birth of a Nation, and including The Big Parade. The Covered Wagon and "Way Down East." The partnership ended in 1926, and Mr. Mitchell formed the Toeven of the present association. This he expanded into the present forecunner of the present association. This he expanded into the present setup, perfecting its formation only recently. Before taking to the road he had been dramatic critic of the Cincinnatt Enquirer.

He is survived by his widow, a son and two brothers.

MRS. ISRAEL DAVIS.

#### MRS. ISRAEL DAVIS

MRS. ISRAEL DAVIS
Mrs. Israel Davis, 69, died at Monte.
Carlo, Feb. 17. She was the first
woman to control a picture house
in England and built up a circuit
while conducting her domestic dutics for her husband and seven chil-

dren. When the Ostrers took over Gau-When the Ostrers took over Gau-mont-British 10 years ago, she sold out for \$2,750,000. Her biggest gam-ble was the erection of the Marble Arch Pavilion at a cost of \$450,000. Its size was staggering to British pic-ture people.

ALEXANDER BEVANI
Alexander Revani (Beaven), 75, one-time grand opera impresario, died in Los Angeles, Feb. 23, of a lingering stomach aliment.
He sang at La Scala, Milan, opera, and in Covent Garden, London. When he came to the U. S. he organized the Romany Singers, a vaudeville grand opera act., For past 15 years he had lived in California, He was taken sick on return trip from Italy early this year.

#### SAMUEL FERRAL

SAMUEL FERRAL
Samuel Ferral, 81, trainer of circus
horses and great friend of Colonel
William Gluffalo Bill) Cody, died
Feb. 23 at his home in Pitman, N. J.
As a youth he went to Wyoming,
where he became a cowboy and later
a stagecoach driver. Following a
meeting with Cody he began more
than 20 years association with the
Buffalo Bill and Pawnee Bill Wild
West circuses

#### JOHN GERNERT

JOHN GERNERT
John Gernert, 79, well-known
composer of show tunes back in the
80's and 90's, died in Pittsburgh last
weck by his own hand. An intimate
of. Victor Herbert, Ethelbert Nevin
and Emil Paur, he once caused a
mild nation-wide controversy by resenting the fact in print that Stephen
Foster was called a musician. He
was only a songwriter, Gernert insisted.

#### BRUNO EINHORN

BRUNO EINHORN
Bruno Einhorn, 42, former cellist
with the Philadelphia Orchestra, and
guest conductor of all WPA synphony orchestras in Pennsylvani,
died of heart disease in Scranton
Feb. 21. Head been conducting in
Scranton for 10 days prior to his
death and directed the WPA orchestra at the Y.M.H.A. the night before
he died.

#### WILLIAM HIMAN

William Ulman, attorney, who first incorporated Famous Players-Lasky studios, died Feb. 22 in Bev-erly Hills. Leaves a widow and son, William Ulman, Jr., scenarist.

# Frederick Eugene Powell, 82, died in New Haven Feb. 27. Details in the vaudeville scction.

Mrs. Rebecca Skinner, 55, widow of the former president of Educa-tional Pictures died as result of in-juries when she plunged from the eighth floor of the Prince George hotel in New York Feb, 28.

Mother-in-law of Hyman Schallman, Chicago agent, died in Chi-cago, Feb. 27.

Mother of Celia Bloom and mother-in-law of Bob Hill died in Chicago, Feb. 27.

Father, 71, of Henry Henigson, film producer, died Feb. 27 in Mt. Ver-non, N. Y.

Mother, 62, of Boyce de Gaw, scenarist, died Feb. 25 in Santa Monica.

agent, died at his home in Pittsburgh Saturday (26).

Father of Charles Henderson, vocal supervisor on 20th-Fox 'Alexander's Ragtime Band, died Feb. 22, in Bos-

Mother, 80, of Gus McCarthy, Coast trade paper reporter, died Feb. 21, in Santa Monica, Calif.

#### -- Literati

(Continued from page 52)

England. Plans a series of articles on his European impressions. Arthur Murray's 'How to Become a Good Dancer' appears in April

England. Plans a series of articles on his European impressions.

Arthur Murray's 'How to Become a Good Dancer' appears' in April under the Simon & Schuster imprint. Damon Runyon is on the Coast, conferring with Hearst, and looking over the ponies at Santa Anita.

Charles Cooke, of the New Yorker, mag, has written a novel tentatively titled 'The Circus.' Story Press will publish.

Richard Sherman, who signed a new one-picture contract with Republic, is en route from Hollywood to Cuba, where he will wind up five mag writing assignments.

News-Press is part of the Copley chain. Longshoremen at San Pedro, where Copley has another daily, are backing the guild, Strike is first among papers in L. A. area.

Ken, new mag, will headline a yarn on the decline of the Theatre Guild in its first issue, which hits the stands on March 31.

James Cain, author of 'The Postman Always Rings Twice,' is writing the screen play for 'Algiers,' which Walter Wanger will use as Charles Boyer's next picture.

Christopher P. Connolly's book The Devil Learns to Vote; the Story of Montang,' will be published posthumously by Covici this month. James R. McCarthy, writer of the cartoon strip, 'Secret Agent X-9 and special writer, for King Features, has scribbled 'Special Agent,' a new mystery novel.

William 'Saroyan has given the manuscript of 'Young Man the Flying, Trapeze' to the League of American Writers, sales proceeds to benefit Spanish Loyalists.

Charles, Kaufman, who has been under contract to RKO as a scenarist, has cheved out and will dawnted. William Ulman, attorney, who first incorporated Famous Players-Losky studios, died Feb. 22 in Beverly Hills.

Leaves a widow and son, William Ulman, Jr., scenarist.

JOSEPH RUSSO

JOSEPH RUSSO

JOSEPH RUSSO

JOSEPH RUSSO

JOSEPH RUSSO

Misso, veteran Italian stage and radio actor, died in Jefferson hospital, Philadelphia, Feb. 27.

Russo and his. brother-in-law, Ralph Borelli, director of Italian programs on WPEN, pioneered Italian films in this court-xy.

EGON DORN

EMIL A RUSSO A RUS

Republic in Hollywood, to author a series of fiction yarns, first of which will be 'No Time for Love.'
Herbert B. Nagler, slot man on the N. Y. Journal-American, and Michael Raymond have completed an original story, 'Woman Prosecutor,' dealing with rackets, which making the rounds of studio story departments. ments.

#### House Reviews

#### EARLE, WASH.

(Continued from page 45)

gas, gestures and smart building gets house. Sinclairs slip on to hold curtains open for cast parade and show finishes to hice applause, en-gendered by Gilbert's return. Craig.

#### HIPP. BALTO

Baltimore, Feb. 27.
Eddie Peabody, the Ghezzis, Nora
Williams, Marian Belett & the
English Bros., Felice Iula orch, Snow
White' (RKO).

English Bros, Felice Iula orch, Snow White' (RKO).

With 'Snow White' in its third week, Izzy Rapaport has juggled around his stage presentation retain around his stage presentation retain the stage of the stage o

#### MICHIGAN, DETROIT

Detroit, Feb. 27.
Monroe Bros., Paul Gerritz, Alexander Santos & Co., Lee Dixon, Louise Massey & Westerners, Eduard Wenner's orch; Big Broadcast of 1338 (Fan).

Stuff's present, but current show to 308 (Par).

Stuff's present, but current show to 30 doesn't add up right. Individually, acts are olcay, but as a closely knit unit, no soap.

Although co-billed with Louise Massey and Westerners, Lee Dixon's hoofing easily stands out, despite sag in his chatter. Femme partner is added asset tt film daneer's footwork, and off to nice hand. Miss Massey and her range tunes have long to the same of the present of the pr

though some of antics on bad taste side.

Show runs off in about 40 minutes, and is preceded by a musical salute to late Dick Whiting, songwiter, who had the first of and was friend to the work of the control of the

#### Embassy Newsreel, N. Y.

#### 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, Vanistry takes no credit for these news items; each has been rewritten from a daily paper.

#### East

Whiskey concern selling bridge cards for 17c a deck to advertise its leading brands.

New Jersey authorities consider removal of the tax on liquor brought into the state it less than one gallon. Rule hurts tourist trade.

Elia Kazan, who left 'Golden Boy' to stage 'Casey Jones,' back in the Odets play now that 'Casey' has folded.

Warsaw opera troupe on a sitdown

Odets play now that Casey has folded.
Warsaw opera troupe on a sitdown strike last week. Included stars, ballet, chorus and musicians. Holding out for full pay. Sitting on the scenery, just to make sure. Shella Barrett, Bill. Robinson, Charles Kullman and Bob Crosby's band entertained the Wailing Ghosts, juncheon club, at the Waldorf last Thursday.
President Butler, of Columbia Ur, names a committee to study radio with a view to establishing its own station.

names a committee to study radio with a view to establishing its own station.

Mrs. Lawrence Townsend, of Washington, awarded the Handel medal for her promotion of musical interests. Medal is an annual awarded from the town of Halle Genary He discovered by Supreme court to repay his father's state. \$25,000 borrowed money, which was lost in a film venture.

Connecticut fans who came down to see their favorite Nathan Mann take a ko. from Joe Louis pretty unruly on the way back home. Two of them, John and William Sirica, brothers, in Yorkville court for breaking a couple of train windows. Fined \$7 each, which gave them the coin to get home on, since they had \$10 paleec.

William Sirica, brother of the state of the

fever).

Fashion show, 'A Trip to Bermuda,' at La Conga last Wednesday.
Benefit for Music Education League.
New Negro Actors' Guild held sall. Savoy ballroom last night 10.
Lee Simonson spoke on the modern stage designer at the New Theatre school last Sunday. Second in a series.

atre school lasf Sunday. Secona in a series.
Fifth Ave. Assn. protesting the World's Fair motorcade April 30. Says it will hurt business. Appeals to police. Permit held up.
Fire in the storeroom knocked out-eight firemen at the Park Central last Thursday. Reserve Cairs and tables burned, but comparatively slight damage.
Lily Pons christened the Reading roads new streamline train last week.

road's new streamline train use, week.

High-Low concerts at the Waldorf, aim to mix highbrows and lowbrow ditties on the same program in an effort to be different.

Washington announces the Federal Bureau of Investigation has arrested Gaylord Forsythe, of Fonda, Ia, who is said to have admitted writing an extortion note to Clark Gable, used the name of a woman neighbor in the hope of getting her in touble.

Gaylord Forsythe, of Fonda, ia., wno is said to have admitted writing an extortion note to Clark Gable. Used the name of a Work Gable. Used the name of a Work Gable. When he hope of getting her in rouble, the hope of getting her in rouble, and her in rouble, the hope of getting her in rouble, and her in rou

in the litigation between him and his

in the litigation between him and his wife for a divorce.

Albert Warner, of WB film producing firm, reported the lifting of the litting of t

in W. Fifth, or 'Royal' suit nas-crowns.

Columbla U. show will bar girls from its cast. Used girls last year-and precipitated a small riot. Leslie Banks out of 'Wine of. Choice' both Saturday shows. Minor operation for shoulder trouble. Players' annual spring revival will be scenes from some of Edwin Booth's greatest successes. Prob-ably will start May 30. Booth was own to be completed to the club, which is increased to the columber of the club, Professional Women's League cele-brated its 45th anniversary with a

#### Coast

Jackie Coogan faces trial on speeding charges for the second time
within four months as a result of his
arrest in Ventura.
Music library of late Ernestine
Schumann-Heink remains in possession of Pomona College, to which
she bequeather it, under ruling of
L. A. court in a suit brought by her
son, Ferdinand, to transfer it to the
(Continued on page 55)

#### MARRIAGES

Irene Gubbins to Jack Harold Paar

Irene Gubbins to Jack Harold Paar in Cleveland, Feb. 14. He is an incureer with WGAR, Cleveland.
Esther Sandson to Jack Schiff, fin New York, Feb. 23. Bride secretary to Martin Block of WKEW. Kay Weber to Leo Stroh in Des Moines, Feb. 21. He is radio guitarist in Des Moines.
Helene Lane to Don Downen Los Angeles, Feb. 19. Bride is in Selznick script department, he is it Warner accounting department. Rita Schmidt to Joe Higgins in New York Feb. 27. Bride non-pro. Groom is with WMEW.
Eva. Pace to William F. McDermott in Cleveland, Feb. 21. He is columnist and dramatic critic of Plain Dealer.
Shelby Paine to Douglas, Fowley in San Francisco Feb. 21. He is film actor.
Marionic de Vore to Longe Radio

in San Francisco Feb. 21. He is autoactor.

Marjorie de Vore to James Braddick, in Cincinnati, March 1. Bride is member of the de Vore Sisters, vocal trio on WLW, groom non-pro-Mary Bourke to Arthur Godfrey, in Wash, D. C., Feb. 24. Bride has been with NBC program dept. in Washington, Godfrey is an announcer on WJSV, CBS-owned capital station.

tion.
Ruth Clark to Dean Markham in Palm Springs, Feb. 26. Bride is artist's model; he is head of continuity department, KHJ, Los Angeles. Ruth Timmons to Lester Hammel in New York, Feb. 25. Bride formerly in legit; he's with William Morris office.

#### BIRTHS

Mr. and Mrs. Philip. Bok Thompson. Son, in Waterbury. Feb. 21. Father, with WATR.

Mr. and Mrs. J. Willitts French, adughter, in Atlantic City, Feb. 23. Father and mother are in the Sixel Pier waits viceus.

Pier water circus.
Mr. and Mrs. Milton Harker, son in Los Angeles, Feb. 27. Father International News' Hollywood correspondent.

#### SPECS CAUGHT SHORT AT LOUIS-MANN BOUT

Speculators around Madison Square Garden failed to get rid of hundreds of tickets for the Joe Louis-Nathan Mann fight last week, although the box office showed capacity attendance. An hour before the match, ringside tickets with a box office rate of \$16.50 were being disposed of at any price, some

ing disposed of the state of the moderately priced paste of the moderately priced paste of the state of the s

boards were not in evidence either. Several thousand. New Havenites came down to see Mann knocked out. All sported lapel buttons and were easy marks for gamblers who laid odds of five to one and upwards. Vistors did not squawk but strung along with Mann, who cracked that anyway 'he's champion of Con

#### Femme PA's, S.A.

(Continued from page 1) they trade to columnists, et al., for return favors find men more talkative in their presence.

Some of the girls are independent operators, but most are partnered. Only those belonging to the theatrical Only those belonging to the theatrical category are members of the The-atrical Managers, Agents and Treasurers. However, number, accounted for embraces, nearly, every conceivable type of business from fashions, films, theatre, and ad agencies to commercial enterprises; Even a few very social, upper-crusters have tried their hands at praising.

Attaching to the merital propriets

a few very social, upper-crusters have tried their hands at praising.
Attesting to the martial prospects are the presence of Phyllis Perlman (Mrs. Theron Bamberger, producer): Dorothy, Ross (Mrs. George Ross, N. Y. World-Telegram columnist); Dee Lowrance. (Mrs. Herbert, Drake, N. Y. Herald-Tribune drama dept.); Florence Marx (Mrs. Bosley Crowher, N. Y. Times drama dept.); Adele Brown. (Mrs. John R. Brown, N. Y. Herald Tribune society dept.); Frances Simon (Mrs. Bernard Simon, N. Y. Herald Tribune society dept.); Frances Simon (Mrs. Bernard Simon, press agent); Dorothy Kay (Mrs. Ted Friend, N. Y. Mürror nitery editor). Marjorie Barkentin (Mrs. Oliver Saylor, press agent), and Doris Fleischman (Mrs. Sedward Bernays, press agent).

Five Classifications
Remainder of the girl are, (1) in

press agent).

Five Classifications

Remainder of the girl are, (1) in fleatricals: Winifred Cameron, Ruth Benedict, Elise Chisholm (on year round salary from Dwight Wiman, show or not, and one of two with a mink coal; Helen Deutsch (other mink owner); Mollie Steinberg, Mary Ward, Bess Beatty, Ann Ayers (also producer); Laurella Val-Mery, Jean Dalrymple (also concerts), Martha Dreiblatt; Edna Ocko; (2) in nite clubs): Dorothy Kay, Phyllis Kraus, Jean Roisman, Bissell Brooke (and commercial); (3) flims and theatres: Hortense Schorr, Ruth Schwerin, Chelle Janis, Blanche Livingstone, Hazel Flynn, Bessie Mack, Cornelia, Challes, Straussburg, Epsie Kinnard, Dorotha Beckman; Buda Baker (agency), Helen Strauss (agency), and (3) mis-cellanceous control of the school of the section of Straussburg, Epsie Kinnard, Dorothea Beckman, Buda Baker (agency),
Helen Strauss (agency), and (5) miscellaneous: Anr. Silver, Julia Chandler. Eve Love, Dorothy, Gates, Joan
Kline, Dorothy, Haas, Paulyna
C'Brien, Ann Ford, Xeni, Colaer,
Ruth Maier, Constance Hope, Darie
Jormel, Helen Mobert, Frances Hawkins. Glast three in concercis; Eitla
Wilson, Helen Oakley and Marion
Morrison.

ot to mention the army in Holly-

#### Low, but Black

Spokane March 1.

Net profit of the Spokane Racing and Fair Association for the 1937 season at Playfair was \$3,551; lowest in its three-year history, according to the financial report filed with the council

city council.

Profits in 1935 were \$8,297 and in 1936, \$15,235. Gross revenue for the three years was \$463,407, and operating expenses and taxes were \$434,629. Association asked for renewal lease on fair grounds for 1938 sea-

#### UPPING READERS

UPPING READERS

Zapesville, O., March 1.
City council here has been asked to consider upping circus licenses from \$25 ad ay to \$100. The picset seems to council to be been seed to consider the council to be the lowest of any city in this section of the council.

#### **News of Dailies**

(Continued from page 54)

University of Southern California on the ground latter was first to honor his mother with a doctor of music

Barbara Stanwyck's ranch home in the San Fernando valley was raided by burglars, who made off with jew-elry, furs and clothing valued at

\$9,365.

Marital differences which caused Helen Coburn, former screen actress, to file a divorce suit against George Auerbach, studio writer and production executive, have been adjusted, with the pair effecting a reconcilia-

uon.

Frank Capra was cleared of charges of sungeling a brace of wild ducks across the border from Mexico when U. S. district judge threw the case out of court.
Only picture care.

case out of court.

Only picture names in new issue of Southern California social register. are Harold Lloyd, family of the late will Rogers, Cecil B. DeMille, John G. Blystone, Anthony Queen, De Mille's son-in-law, John Wayne, and Douglass Montgomery.

Contested divpree action of Ruth Clifford, silent picture star, against James A. Cornclius, has been set for trial in L. A.

Jimmy Fritz, Hollywood publisher.

Jimmy Fritz, Hollywood publicity man, charged with issuing worthless checks, is in Los Angeles county fail awaiting trial March 7 in Superior

Louis B. Mayer purchased a 320-cre estate near Calabasas, Calif. Eleanore Whitney, film dancer, ued by her father for support.

sued by ber father for support.

Nunnally Johnson, #Im' producer, has paid Mrs. Marian Johnson \$25,000 in cash and will continue to give her \$100 weekly, it was revealed through filing of a property settlement agreement in an L. A. court as a preliminary to trial of Mrs. Johnson's action for divorce.

Harry Revel was sued for \$75,000 in L. A. by Leo D. Greenfield, who charges the songwriter's police dog bit him.

bit him.

Jean Berry, screen player, whose real name is Jean Laverty, has filed a \$50,000 breach of promise action in L. A. against William Hamilton, film editor and director.

Approval of L. A. court on new \$300-a-week contract with Edith Fellows, moppet, with Columbia Pletures, was asked in a petition fled by her mother.

#### Showmen's Confab in N. Y.

National Showmen's Association, welfare org National Showmen's Association, recently, formed social-welfare org of circus, exhib, carny and concession people, holds its second meeting at Piccadilly hotel, N. Y., tomorrow (Thursday) to launch a membership drive. Group is presidented by George Hamid.

by George Hamid.
Similar to the Showmen's League of America, Chicago, outfit, it is strictly a get-together group which seeks a membership of 600 by the fall, embracing employer, and employee members. A ladies auxiliary is also included. Will hold twice-monthly meets.

#### W. Va. Fairs

Fairmont, W. Va., March 1.

Directors of 12 county and regional fairs selected dates for the 1938 events at a meeting of the West Vir-ginia Association of Fairs held at Charleston.

Charleston.

Greenbrier volley, Levelsburg, Aug. 29Sept 3, Kunnwha free fair, Dunbur, Sent,
sell; Clay county, Clay, Sept. 21-24; Nichalns county, Summer-yille, Sept. 1-1-24; Nichalns county, Summer-yille, Sept. 1-1-35; Pauller, Sept. 1-1-35; Nichgreenbrier, Sept. 1-1-35; NichSept. 1-1

county, reference, Sept. 14-16.
Officers were re-elected as follows: J. B. Sydensticker, of Lewisburg pres. J. O. Knapp, of Morgantown. and Fred C. Allen, of Marlinton. p.

#### Bills Next Week

(Continued from page 46) Cirtuien Nut Club,
Jessia Wheatley Bill Rector
Phythis Mey:
Lind'& ason
Geo Chief Bud Munt Oce
Phaza Cafe

Plaza Cafe
Jimmy Peyton
Adole St. Hair
Tyclones
A Sophisticales New Penn Carl Moore Orc Show Boot Al Marsico Or Bobby Peters Lucille, La Ray Wayne Vargason Wilina Douglas Jae Thomas Vee Ames Gipls

#### \$25,353 Suit Vs. Amus. Park Over Loop-O-Plane

New Orleans, March 1. A question of possible liability of n amusement resort operator on whose devices a user allegedly of whose devices a user anegeous suffered a broken neck was presented Thursday (24) to Civil Judge Nat Thursday (24) to Civil Judge Nat Bond-in the \$25,353 damage suit of Mildred J. Waugespack against the Playland Corp., operators of Pont-chartrain Beach and its insurer, the Associated Indemnity Corp. Judge Bond took the matter under advise-

nent. Miss Waugespack declared that Miss Waugespack declared, that she sustained the injury while riding in a 'Loop-O-Plane,' aerial device on May 5. She said nobody warned her of its dangerous features, and its sudden stop threw her backward so violently it fractured vertebrae.

Officials of the park denied the machine hazardous and pointed out that thousands of persons have used

machine hazaroous and pointed out that thousands of persons have used it at the park and elsewhere without injury. They further alleged that a person using such a machine has seen its operation before boarding it and cannot claim ignorance of its movements.

#### Plays on B'way

#### CHEAPSIDE

(Continued from page 48)

laboriously to be a fairly grip-business

ages laboriously to be a fairly grlp-ping business.
While the play's possibilities as a box office attraction are certainly nil, the work of the group is entitled to sympathetic praise and can bear watching. Outstanding performance was given by Ellen Van Vilkenburg, as the mother.

was given by Elien Van Vilkenburg, as the mother. Addience at the Play Room Club is seated on chairs placed on stepped platforms. There is no curtain. Total house capacity for this show is 48, but varies up to 65 with seating arrangement being different for each show. For this script, which was certainly one of the grimmest possible selections, proximity of the audience to the players, who can be touched from the front row, created an awesome effect.

There will be eight performances in all.

in all

#### ONE EVERY MINUTE

Concely, in these acts (five scenes) pre-ested at the Show Shop Theatre, N. T., Selv. 28, 'Ss. by the the mercan Show Shop-vitters by Lodeston the content of the serge B. Dowell; settings by William Ilne; 81.65 (op. II. settings by William

which continues the Cochim

Numey Applewhite

Jack, Stapleton

Frank, Hilliand

Walter Black

Henrietta Xorman

France Symons

John Zimmerman

Alan Stang

Shuon Gaines

Besile Wynn

France Bell

Edwin Hirstle

Riyan Owen Al Brown Upbolsterer a Assistant George Parker Miss Stevens

Tryout group's third effort is its most promising to date, but what-ever merit the play might have as entertainment; is considerably hamber to the play might have as entertainment; is considerably hamber to the a fair comedy if it were more competently done. Currently production is by the Show Shop as an agency, in hopes of selling it to a Broadway management.

Plot has a whirlwind press agent inducing an author to back his own play. Writer is of the Milquetoast variety, and is talked into it, p. a wishing to promote his cown ambour the scribbler has engaged as a secretary is cast in leading role. Once the show is in rehearsal, bills mount, the angel-author sinks in more dough, and the leading lady is replaced by a name. Author, however, has become enamored of his secretary actress, but is not strong or smart enough to stop her being replaced. Show flops amidst general headaches and indicated the second of play wrighting is reconciled to his sirt. Curtain falls just as he gets a new idea for another bad play.

Author of the Comedy is Lodewick Vroom, executive director and president of the Theatrical Managers, Agents and Treasurers Union.

#### No Fair; Just Fees

Columbus, O., March 1.
Attorney General, "Herbert S., Duffy, has applied to Gov. Martin L. Davey for authority to take action against directors of the Lawrence County Agricultural Society, who he said, were perpetuating themselves in office for the sole purpose of drawing measly stipend each year."

Directors he advised the governor, have not held county fair on the county fair grounds for several years.

# WHAT THEY THINK

That European Switch New York, Feb. 22. Editor, VARIETY:

Editor, VARIETY

We read, with interest your story closue Feb. 3P regarding the song Eleven More Months and Ten More Days, the recording of which was broken over the air by Martin Block because of the many phone calls which raised an objection. As writers of this we couldn't imagine any thing objectionable about it, as we have sung the song many times over the as well as at hundreds of charity alfairs, cluding many churches.

cluding many churches.

When we heard that it was an Ambrose recording made in England, we investigated. Through Martin Block, we learned that the objection was over the word initiger, used several times in a verse that was added when the soing was revised for the Continent. We have been writing hillbilly soings (not that we brag about it) for years, and at no time have we ever used the word nigger, 'smoke,' or any other word that might reflect on a race or creed.

Evidently, 'nigger' is entirely un-

Evidently, 'nigger' is entirely un-bjectionable in England, as the recobjectionable in England, as the record was a kerrific seller over there.
On the contrary, the English publishers changed our words 'calaboose,' 'corn, 'baseball,' etc., to conform with British slang which could
be understood by their market.
Hence, the 'lnnoent' broadcasting
here of the record by Martin Block.

We hope that the kickers will un-derstand that neither Martin Block nor we were responsible for the bone

Arthur Fields and Fred Hall.

Round Table on Town Hall Chicago, Feb. 24.

Editor. VARIETY:

Editor, Vanerry:
Vanerry story about my letter on
the Round Table was all wrong.
The letter was not an echo of the
success of the Town Hall Meeting of
the Air. Until a month ago, there
was no publicity effort whatsoever
on our part for the Round Table. Its
big audience was achieved entirely
through its own merit. The letter
simply marked the start of a publicity program on our part.
Far from objecting to the success.

Far from objecting to the success of the Ttown Hall Meeting, we wish that there were more like it. The more, and better good educational programs there are on the air the better chance we will have of getting attention for the Round Table and getting the network more interested

Bill Morgenstern,
Public Relations Dept.
University of Chicago.

Joshua Lowe Remembers

Lond n, Feb. 14.

Editor. Variety
Your front page splash in issue of
Jan. 26 about late dining hurting the
legit contains no mention of the fact
that it was tried out in New York, as
near as I can remember, about 20
years ago. As I recall it, it was more
or less of a scheme on the part of
the police to endeavor to spread the
theatre traffic over a longer period,
to relieve the congestion. One show,
I distinctly remember, had Willie
Collier for the star, and I believe it
was at the Longacre theatre. The Editor, VARIETY: was at the Longacre theatre. The scheme didn't last long.

I don't know if any of the houses tried it.

#### Highbrow Variety

Greensboro, N. C., Feb. 22.
Editor, Vaniery
From time to time you and a number of other highbrow editors have taken occasion to malign that great American institution, the hillbilly!

As member of the tribe and friend of these artistes it is with great pleasure that I enclose you herewith a complete vindication by the highest authority of all, none other than Miss Dorothy Dix herself.

From the Greensboro Patriot I quote

Columbus, O., March 1.

Attorney General Herbert S.
Duffy has applied to Gov. Martin L.
Davey for authority to take action
grainst directors of the Lawrence
County Agricultural-Society who,
he said were peroctuating themselves in office for the sole purpose
of drawing meastly stipend each
year

One of the description of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of drawing meastly stipend each
year

One of the sole purpose
of the so

and help me more with the housework. Heart-Broken Wife

Answer:
Why, lady, you don't know hen
you have good thing! A husband
who will get up and cook joint
breakfast for you and who has no
other vice than fadiling is noting less than a gift from heaven,
and you should go down on your
knees giving thanks for your blessing instead of chucking it into th
divorce court.

Read and be ashamed, yo high brow

Edney Ridge. President, Station WBIG.

Joe Rines R. cells New York, Feb. 21,

Editor. VARIETY:

Editor, Vasierry.

Radio has come a long way since
we oldtimers started broadcasting
somewheres near 1920. I wonder how
many veterans of the dial
remember; those good old days with
the radio used to take from five to

radio used to take from five to six minutes to warm up before it could play—when there were so-many dials and switches on the sets they could be operated only by adults—if sober? In those

adults—if, sober?
In those days you could count the number of radio comedians on your little finger. And he didn't make enough to support a wise-cracking wife—let alone a consort of stooges and scriptwriters. One never knew and scriptwriters. One never knew what a Hollywood glamour star sounded like in those days. You never heard from them the screen and programs emanating from the Coast just, weren't. The only loudspeakers we had were pair of earphones in a cut glass bowl which amplified the sounds to that more than one person could hear the broadcasts. A radio set consisted practically of an oatmeal box and 20 or 30 feet of wire. Remember when mother or dad used to nox and 20 or 30 teet of wire. Re-member when mother or dad used to send the children down with the battery to have it recharged so that the radio would be acting its best when company arrived that night? Remember?

Joe Rines.

#### Coin Ops Org. in Pa.

Philadelphia, March 1.

About 100 coin machine ops from I over Pennsy met in Harrisburgh all over Pennsy met in Harrisburgh to form Pennsylvania Amuse. Machine Association. Martin Mitniek, of Philly, elected temporary prez. Object of the group is more fair regulatory legislation and reduction of present tax of \$21.63 a year on each machine.

Complaints were made at the confab that coin machines were being used as political footballs by 'phoney reformers.

#### Another Shriner Circus

Indianapolis, March 1. Shriners have leased Butler Uni-versity Fieldhouse, northwest of cily, to present indoor circus March 7-12, with afternoon and evening performance deily.

formance (bily.

Hoot Gibson and other performers will do their stuff on the indoor track, with basketball floor removed for the week, college netmen having completed their schedule of games.

#### Race Driver Killed

Savannah, Ga., March 1. Savannah, Ga, March I.

George Porter Way, 26, Norwich,
Conn., race driver, died of head injury Feb. 23, incurred in compelition Sunday before on fair grounds
track. Way's auto left track
turn, smashing into tree, driver biing hurled agains' two limbs of free,
fer fully regained consciousness.

Wife, son and parents survive.

#### WESTERN FAIR'S RED

London, Can., March 1. Western Fair, second largest a nual exhibition in Canada, Jost \$10, 357 on the 1937 exhibition. The was slightly above the estimated figure in an interim financial report issued a yew weeks after the exhibition.

will be bele

ABC MUSIC CORPORATION

Maxine Sullivan's Big Hit

AT YOUR BECK AND CALL

Tommy Dorsey's

THE MORNING AFTER

The new sensation

YOU WENT TO MY HEAD

Benny Goodman's feature

YOU'RE OUT OF THIS WORLD TO ME

Introducing two new composer-arrangers who will create new musical vagues for 1938—

MOROCCO BUCK RAM

JAYWALK PHIL LANG \*

The One They All Are Talking About

# SHOOT THE LIKKER TO ME, JOHN BOY

Also

(Written and Arranged by Artie Shaw) . Brunswick Record No. 7976

**BOUNCING IN THE BOWL** JUMPING JACK HOT TAMALES BAGOO THE MADAM SWINGS IT HANDS FULL O' SWING **FANCY FINGERS** 

> Two New RAYMOND SCOTT Piano Novelties 157 WEST 57th STREET  $\star$ THE SLEEPWALKER

SONG OF THE OPEN ROAD

By ALBERT HAY MALOTTE

LITTLE TOWN IN THE OULD COUNTY DOWN

Including:

SOMEONE ELSE MAY BE THERE WHILE I'M GONE

WHEN I LOST YOU OH! HOW I HATE TO GET UP IN THE MORNING

**ALEXANDER'S RAGTIME BAND** 

WHEN I LEAVE THE WORLD BEHIND

I WANT TO BE IN DIXIE

WHEN THE MIDNIGHT CHOO CHOO LEAVES FOR ALABAM'

THIS IS THE LIFE

WAIT TILL YOU SEE ME WITH MY SWEETIE

HOW CAN I FORGET

(WHEN THERE'S SO MUCH TO REMEMBER) etc.

AND THE SONGS FROM MUSICAL PRODUCTIONS INCLUDING:

WATCH YOUR STEP . STOP, LOOK AND LISTEN YIP, YIP, YAPHANK, etc., etc.

#### MUSIC CORPORATION

799 SEVENTH AVENUE, NEW YORK CITY

FRANK HENNIGS, Manager

Parladelphia - Boston - Gleveland - Cincinnati - Chicago - Los Angeles - representativos to be announced later

Published Weekly at 154 West 45th Street, New York, N. Y., by Variety Inc. Annual subscription, \$6. Single copies, 15 cents. Entered as second-class matter December 22, 1988, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1995, By Vankiery, INC. ALL RIGHTS RESERVED.

Vol. 129 No. 13

NEW YORK, WEDNESDAY, MARCH 9, 1938

64 PAGES

# PICTURES' SELF-INVENTORY

# Tax Expert Lists Some Things Professionals May Charge Off

A 10c notebook and a few minutes of time would be instrumental in saving members of the theatrical profession many dollars they now pay in income taxes to the Federal Government and to New York State, is the opinion expressed by a Treasury Department official.

Ten minutes at the end of each day to jot down the items of expense that are deductable items on your tax return would solve the problem. These items, dozens in number, are easily remembered at the close of each day but difficult to remember when rushed at the last moment in making out a 'tax return. How many artists will recall some thousands of letterheads and envelopes they had, printed during the year for professional purposes, deductable item, if they do not keep their receipted bill from the printer or make a note of it at the moment of payment? And how many will remember the passport fee they paid when called abroad to fulfill a theatrical engagement? Hundreds of items, including bookkeeping expenses, the payment made to an accountant for making out an income tax return, cost of a publicity stuntial by the artist, the equipment of (Continued on page 51)

(Continued on page 51)

#### Textilers' Show Biz Yen; 'Pins' Headaches: **Command Performance**

Textile Workers Organizing Committee (CIO) also has its little drama groups such as: those sponsored by the International Ladies. Garment Workers Union. Its N. Y. locals put on shows and some have spoken of trying to do something on the order of ILGWUS. Pins and Needles. Textile workers' group put on an original play. The Graveyard Shift, in Roanolte, Va., recently. Deals with a boy and girl on different shifts who can't ever get together for romaneing.

ing.

Another textile group also staged Cliffort Odets' Waiting for Lefty at the Rand School, N. Y., last Friday (4). It was altered to have the A. F. of L. and ClO as opponents instead of a company union vs. and international, as originally. Same stunt was also done over the air cently by WEVD's socially-conscious (Continued on page 61)

#### Mae West, D.D.

Congregational minister's son in Manchester, Vt., is credited with the following gag: His Sunday school teacher asked how many pupils in the class knew the story of Creation. Minister's moppet said he did, adding:

adding:
'That's the story Mae West told on the radio.'

# TOSCY'S RADIO **BOOK NOT SELLING**

NBC's drive to sell a souvenir book on the Arturo Toscanini broadbook on the Arturo Toscanini broad-cast has turned out a disappoint-ment so far. The orders which have come in from listeners are but a small percentage of what had been anticipated and the network's of-ficials are wondering if it will be much better when the book, priced at \$1, gets off the press and around so that Toscanini fans can see. Buck represents cost of production and mailing. mailing.

mailing.

Web realizes that it's tough selling something that can't be visualized, but it had expected an enthusiasm strong enough to make this instance an exception. Plug during the symphony broadcasts described the forthcoming book as containing 120 pages of pictures and articles elaborately bounds.

#### \$1 ADMISH FOR N. Y. FAIR NOW LOOKS COLD

Thought of \$1 admission, to the New York World's Fair in 1939 probably will be dropped in favor of a 50c scale. Officials are reported taking a page from the Chicago expo's experience where it was found the 50c admission produced larger attendance and higher net.

Now figured that attendance will

in favor of in fav

# STOCK OF ITSELF

No Prospect of Any Picture Shortage This Year-But Worries Next 4 eason Skull-Practice Already On with View to '38-39

#### **NEW FORMULA PIX**

By JOHN C. FLINN

By JOHN C. FLINN
Hollywood, March 8.
There is no prospect of a shortage of feature output from major studies for the remainder of the 1937-38 releasing season, which winds up for most companies on July 31, next, and a month later for Metro-Goldwyn-Mayer and Paramount. Latter recently extended the current season to 13 months, instead of 12, and will deliver 57 pictures under existing contracts. ing contracts.

ing contracts.
Survey of studio activity during
the past week, when most of the
larger plants were continuing overhead cutting by reducing the ranks
of stock contract players and junior
writers, does not sustain jittery reports, widely circulated here, that
theatres will not get their full quota
of films from major studios in the
present season.
As for next year—that is something else again. Executives at both
(Continued on page 27)

# **CATHOLICS MAY CENSOR RADIO**

Reported that next meeting of the

Reported that next meeting of the National Catholic Welfare Council in Washington, D. C., will bring forth proposal to form a Legion of Decency for radio with 200000 ramifications. Idea is to grade programs according to acceptability to Catholics a lathe film, setup.. Added touch is to form boyeouts against products of sponsors as well as programs themselves in event of any indiscretion or unfavored broadcasts.

#### CRIMINOLOGISTS USING FILMS FOR EVIDENCE

Schenectady, N. Y. March 8.

Onondaga County opened the door for use of films criminal actions, when Anciew Babezewski, confessing to the murder of his pal, Forma Derroza, reenacted the crime for the D.A. and his staff, with cameras recording the confession in toto. This is the first time pix have been used to record criminal acts, but whether they are to be admitted on the trial is question. But for (Continued on page 58)

# HOLLYW'D TAKING Alec Woollcott, Who Used to Be A **Newspaperman, Prefers It That Way**

#### Shakespeare Ahoy

Pittsburgh, March 8.
Billy Bryant, last of the old-time show boat impresarios, an-nounced here last week that his nounced here last week that his-waterway repertoire this spring would include a 'streamlined' version of 'Hamlet' in modern dress. Plans to pattern it some-what after the Mercury thea-tre's 'Julius Caesar,' which he-witnessed at the Nixon here. Bryant himself expects to play the lead. Several seasons ago, he did hoke Shakespeare in Chicago and New York, but he's never before tried it on the river customers. Plans to launch his showboat season around the middle of April.

# FLIVVER KING **BROADCAST IN DETROIT**

Detroit, March 8.

Flivver King, Upton Sinclair's book on life of Henry Ford, which has been barred by Detroit police from street peddlers' wares, is being dramatized by United Auto Workers in a weekly series over WJBK here.

Being done in 13 installments, dramatization is part of UAW's edu-cational drive to organize Ford workers. Broadcasts consume one of union's six weekly airings over 'Voice of Labor' station, and run 15 minutes each.

Enacted by UAW Radi Players under Ralph Marlatt, with Julia Bristol, of union's radio department,

Alexander Woollcott, currently featured in S. N. Behrman's 'Wins of Choice,' at the Guild N. Y., has been the center of a spluttering controversy since the snow opened. Center of the fuss appears to be whether the actor-critic-author-radio commentator has been high-hatting the press.

According to several scribes on the New York dailles, radio's Towa Crier' has snooted them. Actor himself says he's not upstaging anyone, but adds that all interviews are dult and that he gets more such requests (about 75 a day, he claims) than anyone could physically grant. He also implied he's never heard of Lucius Beebe, who tork a terrific swipe at him in his (Beebes) column in the N. Y. Herald Tribune, allegedly for nixing an interview.

Beeber' inquired Woolcott, 'I thought he was on the bottom of the cean. What paper does he work on?'

Asked about the accusation that'

Asked about the accusation that Asked about the accusation that he's been turning up his nose at his former conferes of the dramatic pages, Woolloott said he thinks all interviews are a bore. I was a dramatic editor for 13 years on the N, Y. Times, the Herald and the World, he explained, and if you. (Continued on page 26)

#### H'WOOD DUSTING OFF THE SCRIPT SHELF

With studios swinging the axe in Hollywood, reports indicate that most of the picture shops are clamping down on their story departments and scenario writers. Possible exception mentioned is 20th-Fox. but most studios are understood to be dusting off their shelves and giving the o.o. to stories which have been purchased and not produced.

Trand the future stated by informed agents to be toward purchasing fewer originals and more investigations.



# See Little Relief for Amusement Business in the 1938 Tax Bill: **Maybe Some for the Little Fellows**

Washington, March 8.
Small exhibitors and few producers will benefit from tax relief held out in the 1938 revenue bill, which began its way through conducers will benefit from tax relief held out in the 1938 revenue bill, which began its way through con-gress this week, but a number of film industry units will suffer from heav-ier levies which the Roosevelt ad-ministration, is recommending in order to further curb monopoles, tax evasion, and, ther undesirable practices.

tax evasion, and ther undesirable practices.
Lightening of the present surplusprofits tax recommended for the profits tax recommended for the tenent of small business, and the capital-stock tax is due for some minor modification. Otherwise major units in the picture field and a number of corporations active in Hollywood are in for more soaking.
Fading hope that the income publicity feature of the 1934 law, which has put hosts of film personalities on sucker lists, will be wiped out under the new legislation. House Ways and Means Committee has recommended outright repeal of the clause requiring public report whenever, any individual gets over \$15,000, but he Senate and President Roosevelf are hostile. Trobable the repealer will be knocked out before legislative process is finished.
Novel levy on 'closely-held corpo-

tive process is finished.

Novel levy on 'closely-held corpo-rations' may provide further grief for substantial proportion of the film industry. Parti, larly, production, in addition, the drastic levies on per-sonal holding companies—aimed to large extent at film talent—are due for continuance.

#### None for Individuals

None for Individuals

No relief, for individuals is afforded in the bill. Despite strong pressure, the House crowd gave no consideration to the idea that earning power of screen performers should receive special treatment. Lawmakers not impressed with making allowance for the relatively short time film luminaries are in the big money.

Ray of home for the little that the big money.

time nim luminaries are in the big money.

Ray of hope fc: the little fellows is in the changing formula for taking the government's cut on surpluses. While the present law now has 8-15% normal income tax, 7-27% surfax, and 15-25% penalty tax on evaders, the proposed statute would apply a tax of 12½-16% on earnings up. to \$25,000, plus 20% on any exexpect that companies would receive lower rates if they paid out surpluses to stockholders. Under later provision, credit would wipe out the 20% extra gyp if companies distributed 100% of their earnings over \$25,000. Sliding scale, is provided, amounting to 4c, on the dollar.

Most controversial feature, the expecting down in a faulty.

amounting to 4c, on the dollar.

Most controversial feature the cracking down in family corporations. New surfax would apply to closely-held companies which make 78,500 a year. If one family owns 50% of the stock, or up to 10 individuals hold amounts ranging to 75%, such penalties would apply. If 57% of the earnings are distributed no excess levy would be collected, while the surcharge would be figured after allowance for various exemptions, reductions, and credits. mptions, reductions, and credits.

Majority of the committee claim this levy—which probably will bring new howls. from Hollywood — would bother only 300 to 600 corporations.

#### ESTABROOK KEEPS PAR STATUS WITH GOLDWYN

Hollywood, March & Howard Estabrook has joined Sam uel Goldwyn's staff as a producer

He held a similar post with Para mount, where his last picture was "Wells Fargo.

#### John McCormack Now Voice Coach at Par

Hollywood, March 8.
Paramount has engaged John McCormack, the Irish tenor, as voice
coach for Olympe Bradna, whose
lynical soprano is regarded as an assince her surprise vocalizing in on Heaven, still unreleased.

Actress will be given three les-his weekly.

#### Darrieux's Yen

Hollywood, March 8.

With 'Mayering' in its eighth, week and Club des Femmes' back for return engagements, everybody's making money out o' Danielle Darrieux, except the control of the co

Universal. In late U has been stailing so long that the French actress, who has collected \$100,000 for Rage of Paris' while waiting for the studio to get things going; is figuring on pulling out for Paris, even if it leaves U in a rage, till next fall. About all she has done Höllywood attend previews, take bows for her work in Mayerling and "Club" des Femmes and study English. In fact she has come along so well in her English she wants to go to Paris for the summer to try it out on the tourists.

#### **20TH OFF MUSTANGERS** LESSER LEAVES OUTFIT

When he has delivered the total of six westerns under his contract this season. Sol Lesser will part with 20th-Fox. Latter is unlikely to include any horse operas in the 1938-39 setup.

39 setup.

Lesser, with 20th-Fox three years, has delivered four of the six pictures on this year's schedule, will shortly deliver Rawhide for national. lease April 3, and later will turn out the sixth due. In addition, to making westerns for 20th, Lesser produces the Bobby Breen pictures for RKO.

Hollywood, March 8.

While cameras are momentarily shuttered at Principal Pictures, Sol Lesser is buried deep in scripts, plotting the most ambitious spring and summer shooting program his company has yet undertaken. At least seven films will be turned out, with a possibility that number will hit 10.

a possibility that number will hit 10.
First to roll when activity is resumed six weeks hence will be 'Keep
Moving' featuring Bobby Breen Eddie Cline directing. Exteriors will
be filmed.
Jamestown, Va. Screen play is based
on an original by Fritz Taulkenstein
and M. Brewster Morse.

and M. Brewster Morse.

Also being readied for the warbling moppet is Fisherman's Whart,
for which Dan Duinean is typing the
script. Manny Seff. who recently
joined Principal, will be associate
producer on both Breen pictures,
which will be released through RKO.

Three Smith Ballew singing westerns are being readied. They are Tune of Saddle Leather, 'Lord of Panamint' and 'Outlaw's Paradise.'

Panaminit and Outlaw's Paradise!
Meanwhile, Lesser is searching for a new Tarzan and feminine male, to replace Glenn Morris and Eleanor Holm, who topped the cast in Tarzan's Revenge! Neither will be repacted by Lesser; and because title of the next is Tarzan Speaks! title character will have to know something about diction. Change in principals is motivated by the fact that Tarzan's Revenge did not come up to box office expectations.

#### LURITSCH LEAVING PAR. MAY ALIGN UA

Hollywood, March &
Ernst Lubtisch is severing ties
with Paramount after 11 years. He
leaves soon for a European vacation
and has no plans for future beyond
the possibility of making one picture
in England:
Tital-

in England:

Likely on returning he'll align
with United Artists to release pictures he'll produce:

# **MILLION MORE** FOR 5 U PIX

Hollywood, March 8.

Production budget on the balance of Universal's 1937-38 schedule has been jumped \$1,000,000 following a scries of conferences between Nate J. Blumberg, prexy, and Charles R. Rogers, production chief.

Pictures to share in the additional allotments will be Hall Way to Shanghai, for May release; Suspicion, for June; The Rage of Paris, for July, John Stahl's Letter of Introduction' and a Deanna Durbin film, both of which for August release.

Rogers has signed Edward Ludwig to direct two pictures for Universal, first of which will be the next Deanna Durbin starrer, That Certain Age. Ludwig's last stint was on Metro's The Last Gangster, Douglas Fairbanks, Ir., will be opposite Danielle Darrieux, in 'Rage of Paris,' which marks her America debut at Universal. Final polishing is now being given the script, rewritten several times.

#### DIXIE'S FARM INCOME SO FAR UP OVER 1937

Atlanta, March 8.
Glimmer of sunshine to partly dispel gloom caused by business recession was seen in report of Federal Reserve Bank here that 49 re-tail firms in Sixth Federal Reserve

neserve Bank here that 49 retail firms in Sixth Federal Reserve District show preliminary figures for the first two weeks in February indicate a small increase over that period last year.

The report revealed that while farm income in this district reached an eight-year high in 1937, most other trade and industrial statistics declined. Growers in Alabams, Florida, Georgia, Louisaina, Mississippi and Tennessee increased their income 4.3% to \$808,132,000, the port stated, as compared with \$774,935,000 in 1936. The figures include Government benefit payments.

Farm income figures for the six states.

states:	医莫尔氏乳头腺上腺 网络克米兰
State	1937 1936
Mabama	. \$102,857,000 \$116,820,00
Florida	. 123,598,000 10,681,00
Georgia	
Louisinna.	117,150,000 117,349,00
Mississippi	
Tennessee	
Prosperity i	n South and attendan
good times fo	or amusement biz still
centers in fl	nancial status of it

farmers. Fact that 1937 was a good farmers. Fact that 1937 was a good year for ruralists indicate they are in good financial shape and face the future with comparatively clean debt slates and when harvest time comes will have money to spend with merchants urban centers with merchants urban centers.

This will hypo business in general below Mason & Dixon Line and dealers in all lines of amusement will, as usual, get their cut.

#### SAILINGS

Hoffman Prop Bess
Hollywood, March 8.
Harry Hoffman is the new head of Columbia's prop department, replacing his erstwhile chief, Bill Sully.
Sully held the post for five years

SAILINGS
April 20 (London to New York)
March 9 (London to New York)
March 9 (London to New York)
Arturo Toscanini, Sir Louis Sterling, Earle Bailey, Sam E. Morris (Queen Mary).

## Other News of Pix Interest

Films and the loreign market	3
Hearst quitting radio?	Ü,
Jack Benny's stunt	
L. K. Sidney favors east for radio; Cantor is pro-Hollywood. Page 29	Ö
Coast radio shows laying off	ď
Radio reviews of Lillian and Dorothy Gish, Lloyd Hughes,	
Shirley Temple, Homer Croy, Fred Allen, Cantor, Vallee,	1
Toby Wing	Ĝ
Hollywood's 'the show must go on'; flood stuff	
Dick Foran on the radio	
New York's '21' sues Philly's Club 21	r
Name playwrights' producing firm	Ĺ.

# It's the Disney in Us

#### By Jack Osterman

By Jack Osterman

This is the first anniversary of the Wrigley sign stretching over Broadway from 44th to 45th streets. There-was quite a celebration as some of the old dolls visited the new ones. One of the newer ones, Miss Doublemint, was mistress of ceremonies for a starter, raving about how nice it was to be on top of Criterion, Crawford's Clothes, Woodworth's and the International Casino. How much they all enjoyed dancing to Yascha Bunchuk's times from below. How many autograph hunters threw up their books as they stood gazing in front of Bob Christenberry's Astor hotel. How remarkable it was that during the entire year not one bulb went out except when they all ead all a steady job without telling them what they were dancing for, what the sign meant.

Out of respect to the effair, an old doll, Mr. Singlemint, appeared and addressed the newcomers. 'Dollles,' he said, 'you think you are sitting on top of the world now, don't you? Well, perhaps you are, and it's swell to feel that way, for I can remember when I was the headman diagonally across the street, dancing on top of the Purlam building, with Shanley's underneath me. I can see the Cafe Society of that day crowding into it. We were the largest sign on Broadway then, and boy were we proud! Al Woods had his offices underneath us, too, and was one of the most sought-after producers in town. We used to look across, the street to where you are now and see the New York Roof with the "Ziegteld Follles". Little did we think then a Paramount building would come along and knock us off our perch. What I'm trying to convey to all you illuminated dolls, as you dance supinely over Broadway, take it graciously and be thankful you're top for a few years, because you can never tell on Broadway when a building will be torn down from under you."

Duilding will be torn down from under you.

Thoughts While Thinking
Sam Grisman has put Tobacco Road on a year-to-year notice.
Jack Eigen, WMCA news commentator, has a good title for a sone in his tagline, "Remember you heard it here."... Eddie Cantor was discussifing different themes for his next picture and asked suggestions. We remarked, 'Eddie, in the next picture you stay awake and let the audience dream. 'Harry Hershfield saw a guy getting slugged on a Broadway corner. 'Rushing over to him he asked what, was the cause. The injured one said, 'Shelp me, I was standing on the corner, minding my own business in a loud voice.'... Henny Youngman tells us he has been going to one Chinese Cafe so long he can recognize his own waiter. 'Lobby of Hudson theatre has a life-sized pictur of Elsa Maxwell with card underneath reading, 'Unfinished'. Probably waiting for someone to make a 24-sheet. 'Buck and Bubbles at Low's State were forced to cut their act to 45 minutes one show last week.'. There's a violin-leader at the Old Roumanian Inn who could be one of the tops if he was the showman Rubinoff is.

# Berman's RKO Stock Options; Goes West This Week; Spitz, Levy Depart

#### BLIND MICE' MAY BE LEGITED BEFORE FILMING

Hollywood, March 8.

Darryl Zanuck has picked Loretta
Young and Joel McCrea to co-star
in Three Blind Mice; the Stephen
Powys comedy, to which 20th-Fox
owns both the screen and stage
rights, and which he may decide to
offer as a Manhattan legit attraction
before sending it before the cameras.

eras.

William A. Seiter has been signed to direct the picture.

## Lew Gensler Couldn't Get Together with Par, Leaves Hollywood, March 8. Failing to get together with Para-

mount on a new contract, Lewis Gensler, associate producer, leaves the studio when his current ticket

the studio when his current ticket expires in April.

He plans an extended vacation be-fore negotiating another studio deal, His productions include 'Big Broad-cast of '37.' 'Artists and Models' and 'College Swing'

#### ARRIVALS

Dolores Del Rio, Mr. and Mrs. Cliff Reid, Frederick Ullman, Paul V. Carroll, Dorothy Peterson, Joseph Friedman, Walter J. Hutchinson. Baroness von Koczian, Josef von Sternberg, Mr. and Mrs. Leon Schlesinger, Ace Williams, Bruno Lessing, Ward Morehouse, Lindsey, Wellington, Fulton Oursler, Paul Misraki, Herman Maier.

L. A. to N. Y. Monte Banks.
Bill and Beverly Bemis.
Jack Bregman,
Jack Göhn.
Benjamin David.
Zac Freedman.
Bob Giliham.
Harry M. Goctz.
Jon-Hall.
Missian Hangel. Jon-Hall.
Miriam Höwell.
Edward Männix.
Jake Milsteln.
Abe Montague.
Mr. and Mrs. Leo Schlesinger. Sylvia Sienes. Harlan Thompson.

Leo Spitz, president of RKO, left Monday (6) for the Coast. Monday (6) for the Coast, company with Jules Levy, company sales manager. Latter goes through to the Coast. Spitz stopped off enroute for several days in Chicago. Pandro Berman, who has contracted to run all production for the company, may have left last night as he was still here yesterday afternoon. J. R. McDonough goes with him. Ned Depinet is already on the Coast.

Rerman's new deal it's understood.

Ned Depinet is already on the Coast.
Berman's new deal, it's understood,
runs for three years. He gets options on company stock, as additionalcompensation for the extra duties he
assumes, as studio head. Otherwise
his new terms are about similar tohis old pact. He draws \$3,500 weekly,
plus a percentage of profit on 'A'
product, which he continues to supervise and produce personally,
while running the whole lot.
His stock option terms aren't.

· His stock option terms aren't known.

One of the questions that arose and which had to be settled before. Berman signed was whether he was to be subordinate to J. R. McDonostiz. How that question was settled has not been made known.

Pacision will be reached during

tled has not been made known.
Decision will: be reached during
the Coast stay on whether. RKO will
have an ahnual sales meet this year
or will hold regional district and
branch manager sessions, as some
other committee and the committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the
committee of the

#### N. Y. to L. A.

Dave Bader Jean Berliner; Pandro S. Berman John D. Clark, Peggy Flass. Peggy Flass.
Murray Feil.
Jules Levy.
Harry Hershfield.
Mr. and Mrs. Leo Justin.
S. R. Kent.
Francis Lederer Margo.
Charles Martin.
Charles E. McCarthy,
J. R. McDonough,
Joseph Moss. Joseph Moss. Mr. and Mrs. Harry Rapf. Si Seadler Sylvia Sidney. Leo Spitz.

# ET BEHIND THE PICTURES

# Freeman Reporting Zukor Talks To | 'GO OUT AND Griffis-Balaban; Latter West Later

Hollywood, March 8.

Both Stanton Griffis, chairman of Par's executive committee, and Barney Balaban will visit the company's studio in the next few weeks. Date is uncertain. It had been previously believed that the two meanings. is uncertain. It had been previ-ously believed that the two moguls from the east would not make a trip here until after the company's an-nual stockholders' meeting, in New York, around the first of May.

York, around the first of May.
Y. Frank Freeman, Par's theatrechieftain, has been here, presumably as spokesman for Griffis and
Balaban, in talks with Adolph
Zukor. Latter talked freely to Freeman regarding the studio and also
explained his personal views on
management and general company,
affairs. Also, the question of a pact
for Zukor. However, Freeman was
without authosity to undertake any
official commitment.
The still is believed on his return to

But it is believed on his return to New York he will convey his im-pressions and a gist of Zukor's views to the home office crowd. Zukor is still working minus a pact.

#### Grapefruit-Throwing Auer Tosses Radio Brickbats: Col. Burns

Columbus, March 8.

Columbus, March 8.
Local radio listeners burned at cracks at city aired by Mischa Auer on the Bing Crosby program Thursday (3). Didn't mention Columbus by name, but references to last city on his personal appearance tour left no doubt in minds of those who knew he played here previous week.

Commented on replace of audi

he played here previous week.

Commented on coolness of audiences by saying he had to go out of theatre in weather two below zero to get warm. Also told about grape-fruit-slinging episode and said only regret was his aim was bad, Cracked at intelligence of local audiences and told Bing he doubted if they could write.

write.

Local theatre and radio eds blasted at film comedian both before and after radio broadcast. One theatre columnist sailed into Auer when he learned of citrus-tossing act and said actor's week here was 'expert performance on how to lose friends and alienate people. Went on to say that act grew steadily worse as week went on and labelled appearance here as definite flop.

Auer sor cold recention all week.

Auer got cold reception all week, finally culminating actor hurling grapefruit into audience when gag fell flat last show on final day. Apologized at finish of act for 'im-

Aftitude throughout week topped by final day's incident left town pretty well soured on Auer.

#### **Hope Hampton Comeback** Film, U's 'Road to Reno'

Him, U's Road to Keno
Hollywood, March 8.
LAR. Wylie's Safevepost story,
The Road to Reno, has been selected
by Universal as the yarn for the return to the screen of Hope Hampton
Mrs. Jules E. Broulatour), a silentera slar, who has been singing in
concert.
Set for supporting roles are Randolph Scott, Mischa Auer, Alice
Brady and Louis Hayward, Picture
is scheduled for a May 15 start.

Hollywood, March 8,
With Jock Whitney here, nothing
far on any proposition whereby Dave Selznick and Sam Goldwyn
would make proposition for United
Artisis.

would make proposition for United Artists.

However, nothing would be con-idered unless Charles Chaplin per-sonally was present, and it's not known when he will return from Carmel, Cal.

#### His Reward

Hollywood, March 8.
Warners dropped Gordon
Oliver, actor with the Bryan
Foy unit, with no reason assigned.

signed.

As he packed up and was leaving the lot, girl in the fan mail department offered him congrats on being No. 5 on the fan mail list.

# Muni, Montgomery **Dunne or Gaynor Touted Acad Tops**

Hollywood March 8.

More than 12,000 ballots were cas the Academy balloting, with over

i the Academy balloting, with over 1,000 returned within 48 hours after mailing. The Acad mailed 15,000 ballots.

Paul Muni (Zola') reported making the strongest bid for acting honors with the Screen Actors Guild prexy. Robert Montgomery. (Night Must Fall') also given strong support. Irene Dunne is being touted strongly for the best work by an actress. (Awful Truth') with Janet Gaynor pressing her hard (A Starts Born').

Actors will decide the winners in several divisions as they outnumber all other participating crafts.

Extras hold the balance of power on votes cast for the best picture, outstanding acting jobs, and top song number.

on votes cast for the best picture, outstanding acting jobs, and top song number.

Few cancellations were made due to the week's postponement, and the affair tomorrow (Thursday) is certain to be a sellout.

Three inominees for Academy of Motion Picture Arts and Sciences; awards will be missing from the festive-board when the Oscars are passed out at the postponed banquet Thursday night (10) at the Biltimore hotel. They are Greta Garbo, nominated for her portrayal in Camille, and who is now Italy: Spencer Tracey, cited for his performance in Capitains Courageous, who is valescing after a major operation, and Paul Munt, winner of last year's hest actor prize and nominated again for his work. "Life of Emile Zola, who is traveling in Europe. Setback for the town's annual red letter event was caused by flood conditions that preceded the originatele, and marooned too many of the top figures in scattered sectors of Southern California.

Ballots, have been counted by Price, Waterhouse & Co, and locked it that concern's vault, there to remain until the hour set for reading the results to the Sanqueters.

Bob Burns, has been sciected as emcee to replace George Jessell, who asked to be relieved of the task because of illness.

# SELL SHOWS'

Distributors Urging the Ex hibitors to Recourse to That Old-Fashioned Showmanship in Merchandising Films-Don't Leave It All to the Distribs, the Na-tional Ads, the Marquee Values, Etc.

#### CHAINS AND INDIES

CHAINS AND INDIES

The distributors are taking time out to consider the problem of how they can get their accounts behind playdates for better results. Contending that exhibitors seldom everyet behind pictures properly, for the maximum amount of gross, even when the distributors share in the cost of advertising, it is a problem that has confronted distributors for many years. It dates back to the period when all pictures were sold fat, but one which rises vastly, in importance when theatre receipts start to decrease. It is at such a time, distributors aver, that the exhibitors, chain or independent, should exert more than the normal amount of effort to put pictures across for all that the traffic will bear. When conditions are good and grosses are rolling in heavily, the laxity in selling and campaigning film on playdates is more readily-overlooked, though never forgiven. Distributor spokesment do not think that more complete control themselves of theatres is any threat because of lack of merchandising by accounts nor that this would, be any solution. It is charged that the chains are frequently the worst offenders when it comes to getting behind pictures week in and week out. A major chain may put forth more effort for gross on a picture belonging to its company, but when the completion of the individual competition, has to fight harder to make money out of the pictures he gets.

Distributors, in recent years, have spent much money advertising in-

#### Just Settin' Back

gets,

Just Settin, Back

Distributors, in recent years, have spent much money advertising pictures nationally for the benefit of all accounts playing the product, in newspapers, magazines, on the air etc., but are getting a little tired of this in view of the apathy of exhibitors in following through. The average account seems too satisfied to sit back and trust to luck that the incture will get him a good gross without too much local effort or expense. This indifference on the part of accounts has started to discourage producer-distributors from co-operative ad campaigns underwhich there may be some chiseling by the exhibs but were this stopped, distribs being a spot, then film would go on playdats with even less chance of getting what they descree at the box office.

Many comparative dates will show

would go on playages and since the box office.

Many comparative dates will, show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates will show that the efforts put for his your comparative dates at much less than the pictures are able to many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. It is maintained that too many accounts are eithing being relative. The put for his deturns payon. The put of the problem is all the note intensified to the wind of the put for the put fo

# New Plan of RKO Reorganization Most Likely Will Propose That Co. Resume Control of K-A-O Affiliate

#### N.Y.'s Santa Anita Peeve

Latest excuse advanced in the east for possibly shifting production to the Atlantic seaboard hinges on Hollywood's winter pastime. Officials in N. Y. say that attendance at offices on the Coast during the racing season (Santa Anita) costing the industry millions. One exec said that it's almost impossible to catch anybody in on Fridays and Saturdays. Query by phone from New York invariably brings the response, Out of office; won't be back today.

# **Justice Dept.** Ready to Sift

Washington, March 8.

Pondering of mountainous pile, of data about the booking practices, supply of product and other phases of producer-exhibitor relations is about ready to start at the Justice Department. Unlikely any decision will be reached concerning anti-trust prosecution of the majors for several months, in view of the mass of info which has to be digested and the vpolicy problems to be weighed. Reports of investigators who have been doing leg-work in most principal exhibition areas for months are flowing into the department for analysis and the field study is said to be about over. Exception in the Southern California situation, where more digging is anticipated with direct reference to the way majors have compiled with the Fox-West Coast consent decree.

Selection of Prof. Thurman Arnold of Yale as new head of the antitrust division may intensity delay. His general views on broad economic questions are known, but just how thoroughly he is informed about dealed situations, such as pix, and the exact slant he has on the monopoly proposition uncertain.

Among the chief policy questions which he must decide, and which interest films, is the matter of money. With more important trust matter pending than the D.J. can afford to prosecute at one time, selection has to be made on the basis of seriousness of the alleged monopolise pand cost of proceedings.

Digest of the evidence compiled by field crew and report recommending whether to move in the majors should be ready shortly but probably won't get to Attorney General Cummings for some weeks, departmental spokesmen said. Expect it

RKO's new plan of reorganization, which is to be submitted Friday (11) to Federal Judge William O. (11) to Federal Judge William O.
Bondy. likely as not to contain
provision for a method of raising, by
subscription, \$3,000,000, required,
funds, with which RKO could purchase the approximately 27,000
shares of Keith-Albee-Orpheum preferred stock, now held by M. J.
Meehan and associates. Thus RKO
would resume again controlling
ownership of that theatre circuit.

RKO owns presently around 21,000 shares of the 63,000 shares of the K-A-O preferred; also all of the common.

It may be proposed further that by the same method, RKO could rais an additional \$2,000,000 with which to repay the underwriting costs of the company's reorganization.

the company's feorganization.

This, probably, would be a 10-year debenture issue, for \$5,000,000 aggregate amount, at a 6% rate of interest, to cover both items. That would mean that RKO would purchase the Mechan stock at \$110 per share. The Mechan will not sell for less RKO has found that out. That's the 'call-in' price of the stock. The Mechan people are mostly responsible for conserving the K-A-O circuit and protecting it from becoming involved the RKO messible for conserving the K-A-O failed to meet preferred stock dividends, the Mechans will not sell for less RKO has found that out. That's the Mechan people are mostly responsible for conserving the K-A-O circuit and protecting it from becoming involved the RKO messible for conserving the K-A-O failed to meet preferred stock dividends, the Mechans will not sell for less than the mean that RKO mostly provided the sell-in price of the stock.

The Mechan people are mostly responsible for conserving the K-A-O circuit and protecting it from becoming involved the RKO messible for conserving the K-A-O school for the mean that a two provided the sell-in price of the stock.

The Mechan people are mostly responsible for conserving the K-A-O circuit and protecting it from becoming involved the RKO messible for conserving the K-A-O school for the stock.

(Continued on page 23)

# ARIETY SUBSCRIPTION Annual ..... \$6 Foreign ..... \$7 Single Copies ..... ente

ol, 129 No. 13
INDEX
Advance Production Chart, 18
Bills
Burlesque 51
Chatter
Concert
Dance Tours,
Exploitation 28
15 Years Ago 51
Film Booking Chart 19
Film Reviews
Forum 63
Girl's Eye View 6
House Reviews 52
Inside—Legit
Inside-Music 48
Inside-Pictures 10
International Film News, 12-13
International Show News. 59
Jack Osterman
Joe Laurie, Jr 6
Legitimate
Literali 60
Music46-48
New Acls 50
News from the Dailies 62
Nife Clubs
Nite Club Reviews 50
Obitnary 62
Outdoors
Piettres 7
Radio
Radio Review
Radio Showmanship 38
Units 50 Vaudéville 49-51
Vaudeville

# **UA Palaver Status Quo**

# FILMS' FLOOD LOSSES PLACED AT 500G, DAMAGE TO HOMES ANOTHER \$250,000

Republic Studio the Hardest Hit-Theatres Lost \$100,000—Filmites Marooned All Over—Film Deliveries Stalled

Los Angeles, March 8, Losses estimated at close to \$500, 600 were sustained by motion pic 000 were sustained by motion pic-ture studies and theatres as a re-sult of the torrential rains and rag-ing flood waters that swept South-ern California last week. Damage to homes of film company and the-atre folks will run another \$250,000 or more.

em Californa last week. Damage to homes of film company and theatre folks will run another \$250,000 or more.

Hardest hit among the producing organizations was Republic. the San Fernando valley, which lost three acres of its property when the normally dry Los Angeles river decided to reroute its course and swept through the indie company's lot. Incoming down power, poles and buildings as it pushed forward. Plant, partially submerged and stripped of its juice, was forced to shutter for three days until emergency wires could be strung. "Universal, Warners, 20th-Fox, Paramount, RKO and Metro also were hit with property damage and production delays. Losses on theatres in the stormswept area will approximate \$100,000, evenly split between property damage and admission nicks due to enforced cessation of operation. Scores of studio and theatre employees; including it op executives and stars, were marooned widely. Complete checkup of the studios so the muddy waters receded from their highest mark of more than half a century, reveals that in addition to having its back lot sliced, Republic lost its permanent farmyard set, a barn and several smaller structures, while several sound and equipment trucks were buried under sir feet of silt. Leaking roof stripped the administration building of plaster.

At Warners, the truck sheds were azed, while foundations of other, razed, while foundations of other, more expensively constructed buildings were undermined. Val Paul, Universal's studio manager, figured damage on that lot would reach the \$75,000 mark, two permanent sets and several buildings having been destroyed.

Cost of rebuilding 20th-Fox's Scotch Village and Kidnapped set will amount to at least \$25,000, while repairs to other structures hit, by the rain and high winds will reach enother \$10,000.

#### Paramount Periled

Negatives on unreleased pictures worth a fortune were periled at Paramount, when the water rose above the floors of the storage vaults. Situation was gaved when an eniergency crew was called in to stack; sand bogs and man the numbs.

an energency crew was called in to stack; sand bogs, and man the pumps.

Many elaborate sets, on Metro's back lot, some of them built for pictures now in production, were carried off their underpinnings.

Lido theatre, on LA.' southwest side, operated by Pacific States Theatres, Inc., will be closed for four weeks for redecoration and reseating, the muddy water having filled the auditorium to depth of six feet on the lower levels. Repairs will cost better than \$15,000. Fox West Coast's LaBirea also was flooded, but the damage was trivial in comparison.

Many houses unharmed by the flood conditions were forced into darkness Wednesday night, when the storm reached its apex, by failure of the power ircuits.

Chartered planes were pressed into service on Thursday to service theatres in towns cut off from railroad and motor communications with films. Among those hit were San Diego, Sanfa' Barbara. Santa Maria, San Luis Obisbo, Pomona, Studio officials, writers, directors

sound technician, lost his life when his hillside residence. Glendale

collapsed. Frank Capra, George Marshall and

collapsed.
Frank Capra, George Marshall and Madeleine Carroll, members of the Malibu Beach colony, were marooned there for three days, with food supplies running low, while coast guard cutter tossed off-shore, the seas too rough to launch small boats to effect the rescue of the trio.

Santa Fe railroad was so hard hit it was unable to bring the Chiefany closer than Barstow, a railroad junction 80 miles east of here and out of the flood zone. Passengers were transported by auto from here Friday (4) to that point to make connections: However normal service prevailed the following day. Air service was only temporarily curtailed. Flights to the east were routed through San Francisco for a short time until normal facilities were once more available.

Theatre Washed Away
Anaheim, Calif., March 8
Joe Clark's new Anaheim theatre,
recently constructed and opened,
was completely demolished when flood waters raged through the city last Wednesday (2). Even the debris was carried off house's site.

Arizona Cut Off
Phoenix, March 8.
Arizona film theatres were without new product from last Tuesday (1) through Saturday because of the washing out of bridges and highways between here and Los Angeles dur-ing the flood that cut off both train and truck travel

ing the flood that cut on both train-and truck travel.

Film delivery trucks were stalled at several points on the California side of the line, the first to make the crossing on Saturday being the one that left L. A. Wednesday.

#### Flood Disrupting R.R.'s Around L.A. Another Wk.

Hollywood, March 8

Hollywood, March 8.
Railroad officials say that it will be another week before trains resume in and out of Los Angeles. Roadbeds and bridges have been rendered unsafe by damages inflicted by the flood waters and are being repaired by crews working day and night.

night.
Streamline traffic on the Union Pacific has been routed north to Sacramento, adding 12 hours to the Chicago.
Regular fare trains are picking up L. A. passengers transported by bus to Cedar City, Utah, 400 miles away. There is only one Southern Pacific train going east daily, picking up bus passengers from L. A. at Indio, 140 miles southeast of here. The Santa Fe is motoring passengers to Barstow over 200 miles east via many detours.

#### Thar She Mobys

Hollywood, March 8.
Best publicity plant of p.a.'s field day during the flood was credited to Ed Manson of Böb Taplinger's Warners staff. In nearby Los Angeles river, usually high and dry but given the status of a real stream by the deluge, he planted a prop whale. He then phoned the sheets and syndicate photogs.

It was good for a laugh all around, and the captions kidded the press agent.

#### KENT AND CLARK IN **COAST POWWOWS**

S. R. Kent, John D. Clark and Charles McCarthy, leave Friday (11) for the Coast for product conferences with Darryl Zanuck and others relating to balance of pictures for this year as well as plans for the coming (1938-39) season.

Remaining west the balance of the month, they will stop over at Kansas City on the way back to attend a two-day meeting of 20th-Fox district and branch managers there April 1, This will be the first of a series of special meetings that will displace the usual annual sales convention this year.

#### Tom Gallery's Quickie Proved OK Showmanship

Hollywood, March 8. Smartest showman of the week Smartest showman of the week was Tom Gallery who had his ski-jumping contest washed out at the Los Angeles Colliseum on Sunday atternoon, but on seeing a break in the sky Tuesday afternoon announced the show for that night, pulled it off to a gross of \$25,000 and hardly got the crowds out when the heavens opened again for the worst sform in memory.

memory.

Skilers as a consequence were marooned in Los Angeles, though billed to appear in Seattle Sunday (6) and Sun Valley a few days later. But with no form of transportation out of Los Angeles Thursday, Gallery was promoting the skiers into staying on for a repeat at the Coliseum for Sunday afternoon, March 13, figuring he could pack 80,000 in on the basis of the 20,000 who showed up for the sneak-view. the sneak-view.

for the sneak-view.

Coliseum show is a synthetic 'skirenn,' made from ice and snow
manufactured on the premises and
using the Ruud brothers, Birger and
Sigmund, Olympic champions from
Norway, as the chief attraction.

#### Accent on Accent

Hollywood, March 8.

'Accent on Love' has been picked by Darry! Zanuck as Simone Simon's next pictures for 20th-Fox. Production start is set for April.

Actress, now recuperating from a pncumonia attack, is expected to check in at the studio in two weeks to complete her scenes, for 'Josette,' held up by her illness.

# Some Indies Don't Object to 'Milking'; A Long Run Builds Up Subsequents

Philadelphia, March 8. Philadelphia, March 8.
Ops of indie nabes here scoff at owners of subsequent-run theatres in other towns who complain that extended playing time in downtown houses milks a pic dry before it hits outlying sections. They see nothing in the long indown runs but build-up for the film when it finally reaches them. up for the reaches them.

with films. Among those hit were san Diego. Santa Berbara. Sant Maria. San Luis Obisbo. Pomona, San Bernardino, Riverside, Ontroi and Redlands.

Studio officials. writers, directors and players whose abodes were damaged included Bob Burns. John Barrynnore, W. C. Fields. Madeleine Carroll. George Marshall. Michael Whalen, Edg. Lupino, Tom Rattherford, Ernst. Lubitsch. Robert. Tay. John and Frank Borsage.

Warren H. Atherton, a studio did uniformly well all over.

#### COLUMBIA SETS BERGMAN

New Head of Columbia Ad Dept. Formerly with Lord & Thomas

Maurice Bergman is new director of advertising and publicity of Co-lumbia Pictures, starting this week appointed by Nate Spingold, He succecds hy Daab, who quit after a tiff with Spingold.

Bergman long was contact between Lord & Thomas agency and Para-mount, and when L. & T. lost the Par-account, Bergman started his own publicity bureau.

## Hollywood, March 8.

George Thomas, head of Columbia's trailer department, will check off the lot when his contract expires March 15.

He has not decided future plans.

#### Par After Cagney As 'Gunga Din' Tops

Hollywood, March 8.
Paramount has opened negotiations with Warners for the loan of James Cagncy to co-star with Victor McLaglen in the forthcoming production of Gunga Din!
Dudley-Niehols is at work on the sorted

#### LEM STEWART, A VICTIM OF LOS ANGELES FLOOD

Lemuel L. Stewart, 54, advertising and exploitation head for the Publix theatres for many years, was among the victims of the Los Angeles flood. With a number of others he was standing on a pedestrian bridge over the Los Angeles river when the structure collapsed, hurling them is the time to the course the low.

the Los Angeles river when the structure collapsed, hurling them, into the torrent below.

The son of S. S. Stewart, whose banjos were regarded the Steinways of the trade half a century ago, he made a number of semi-professional concert appearances as banjo prodigy, but the idea did not appeal to him and, he went, into commercial business.

About 20 years ago he was made advertising manager of the old Triangle films; and when this project faded Stephen A. Lynch, who had been interested in the company, took him, fo Atlanta to head the exploitation department of Southern Enterprises. With the exception of a few wonths when he ran a house in Asheville to gain practical experience, he remained in charge of this work and brought his division to so high, a point ville to gain practical experience, he remained in charge of this work and brought his division to so high, a point of efficiency that when Lynch, sold his theatres; to the then-forming Publix chain, Stewart was brought to New York to serve in a similar capacity. He remained with the Paramount enterprises until about five years ago when decentralization resulted the wiping out of all home-office services. Since then the has been giving his attention to making pictures, chiefly seascapes, on a portable typewriter, using only the regular characters. He brought the idea to high state of perfection. He was with the Lord & Thomas advertising agency for a time. He made his home at the Hotel Shelton, N. Y., but was visiting at Long Beach, Calif. at the time of his death. It was an annual winter trip to L. B.

to L. B.

He was one of the best-informed advertising men in the picture business, making a study of the rules and principles. Frequently he was able to save his company from loss through suggesting the proper sales, approach to a picture as when the version of 'Magnolia' called 'The Fighting Coward' was booked on the circuit. He knew that both the play and an earlier film version had not only been a loss down south but in a few instances had led to riots. His managers were advised to sell then because when the played to be made a man of. Where this advice was followed, the film played to gratifying receipts. In other spots, on the regular campaign, it was a dire failure south of the Mason & Dixon line. He was one of the best-informed

#### Baiting Trap for 'Rat'

Hollywood, March 8.
Although the cast for Warners Brother Rat will June 1; William Keighley, who will direct, will join Jerry Wald and Richard Macouley on the script as soon as he finishes his current assignment, Kay Francis "Secrets of an Actress."

Keighley will leave with a camera crew late in March for Virginia Military Institute, locale of the yarn, to-make background shots.

#### Getsman M-G Shorts Boss

Hollywood, March 8, Jack Getsmun has been elevated to production manager on all Metro short subjects produced by Jack

His first assignment is 'Snow Gcts In Your Eyes,' a two-reel musi-

#### Her Big Moment

Her Dig Woment
Hollywood: March &
Louise Campbell will share topbilling in Paramount's color production, Men. With Wings, with Fred.
MacMurray and Ray Milland.
Actices, now visiting her parents in
Chicago, has been summoned back to
Hollywood for makeup tests for her
role.

# **New Pix Rushed** Out of L. A. To **Dodge Tax Bite**

Hollywood, March 8

Hollywood, March 8.

Most studios got past the flood barrier in shipping negatives out of the state as the tax rap fell Monday (7). Metro probably hit the haudest with around a \$40,000 bite on four pictures. 20th-Fox paid around \$88,000 on completed footage of six films. Warners had 11 on hand when revenoer called and got a stiff joit. State collects \$5 on each \$100 of valuation. Paramount, Universal; and RKO cleaned out their vaults and Walter Wanger was nicked for one.

one.
Although Los Angeles is still iso-lated from transcontinental train service, negatives were piled on busses and trucks and rushed to points on the fringe of the storm area, for pickup to New York.

#### JOHN O'CONNOR MADE RKO THEATRES' G. M.

John O'Connor last week was con-John U'Connor last week was con-firmed by Leo Spitz as v.p. and gen-eral manager of RKO theatres, suc-ceding Nate Blumberg, who resigned to become prez of Universal. He first came to the Keith-Proctor-Moss houses in 1921 as a booker; and in 1933 become chief buyer for the

in 1933 became chief buyer for the

Fred Myers becomes head of the film booking department, while Max Feldman moves up to assume Myers' old duties in buying.

#### Los Angeles' Slight Case of Submerger

Hollywood, March 8.

Though apparent to everybody else that Los Angeles was having its worst storm in 60 years, the towns radio announcers kept playing down the catastrophe and they even yanked Mayor Shaw for tional broadcast designed to calm

tional broadcast designed to calm the hopes of Florida.

But when Wednesday night re-vealed a damage of \$10,000.000 and so much rain that even 10,000 sailors couldn't get back to their ships, the boys little by little began to realize that they probably had the greatest storm in history, so the Chamber of Commerce moved in and claimed it.

#### Hershfield Back to M-G

Harry Hershfield, due on th early this week, will enter the car-toon department of Metro under the three months arrangement. Assignment is supervisory in the matter of cartoon stories. Artist: original Hollywood deal called for similar activity but he was switched to other duties.

duties.

While away Hershfield will continue strip drawing for King Features from that end.

#### Trumbo Out o' Metro

Hollywood, March 8.
Dalton Trumbo has finished his year's writing contract with Metro, where he adapted his original. 'One Minute Alone,' and leaves March 15 or New York to witness the ing March 28 by the Theatre Guild of Simply Henry Hogg,' based his novel, 'Washington Jitters'.

He returns here after the opening.

#### BILL POWELL'S OP

Hollywood, March 8.

William Powell recuperating after major intestinal operation.

Actor, who has been alling for more than a year, will be away from the cameras for from to eight.

#### GREENE OPP HENIE

Hollywood, March 8.
Richard Greene, London stage actor brought to America by Darryt Zanuck for a featured role in 20th-Fox Four Men and a Prayer, has had his option lifted, and has been spotted opposite Sonja Henie. They Met in College.

Roy Del Ritth will direct, with production to get under way late in April.

# BREAD 'N' BUTTER PIX BACK

New York showmen, by no means altruistic in advancing this argument, are serious when they say that 'theatre divorcement' would probably be the worst thing for the independent theatres. Right now, under chain operation, at least the big circuits refrain from overly aggressive methods, because the indies might well yelp that they're

With theatre divorcement, it would be indie eat indie, and the sky's The limit. It's for that reason that the home-office film are surprised the indie theatre ops don't know how well they are off as things stand.

# N. D. Divorcement Now Set Back To June 1; U. S. Appeals Will Drag It Out

Minneapolis, March 8.

As result of 11th hour developments, the Minnesota Amus. Co. (Par) is assured of the continued enjoyment of its 15 North Dakota theatres for probably several years at the least, regardless of the outcome of the suit to determine the constitutionality of the North Dakota divorcement law which prohibits producers and distributors of films from owning or operating theatres. At the last minute the state of North Dakota decided not to contest on March 7 the application of Paramount, the Minnesota Amus. Co. and the Associated American Amusenent Co., plaintiffs in the federal court action, for a temporary injunction to restrain enforcement of the act. A stipulation signed by both sides sets the date for the hearing of the suit proper June 1, 1938. This trial is to decide if the law valid and whether or not a permanent injunction shall issue to the plaintiffs to prohibit the state of North Dakota from carrying its provisions into effect. The state of North Dakota from carrying its provisions into effect. The state of North Dakota, which will have the assistance of Abram F. Myers and L. B. Schwartz, attornies for National Allied States and Northwest Allied in defending the law's constitutionality, has agreed that the status quo shall prevail until final adjudication of the case.

This means that Publik will be permitted to retain its theatres until the U. S. supreme court, if necessary passes on the matter, inasmuch as both sides have made known they are prepared to carry the case to the sation's highest tribunal. It is estimated that it will take several months, at the least, before trial of the case by three federal court judges is completed and a decision is forthcoming. Then much more time must elapse before the various elagses of appeals and the court vergits ensue.

etages of appeals and the court verdicts ensue.

National Allied States started its
eampaign last year to get the varicus states to pass theatre divorcement legislation, but was victorious
only in North Dakota where Northwest Allied led the fight. Plaintiffs in the present suit claim the
law is unconstitutional because it
would deprive them of their properties without due process of law and
because it is discriminatory legislation. The state of North Dakota
contends that the law is justified because producer owned and controlled theatres exercise a virtual
monopoly the exhibiting field and
have an unfair advantage over independent exhibitors in clearance,
etc.

#### Coslow Leaving Par

Hollywood, March 8.

Sam Coslow, for nine years a member of Paramount's clefting staff, will check off the lot when the contract expires April 1.

Tunesmith is now mulling offers from two other majors.

#### BACK FROM JUNGLES

Hollywood, March 8.
Clyde Elliott, en route home from
the Maylayan jungles, where he
flimed Boolog, will land in Seattle
March 17 and then head for Holly-

wood.
Accompanying Elliott are Colin
Tapley, who plays the lead in the
animal adventure picture: Carl Berger, cameraman, and Zolian Kegl,
sound engineer.

#### MAE WEST'S TERMS

Eight Weeks of Personals For

Murray Feil of the Hollywood branch of the William Morris agency, traveling with Mae West, has been picking the dates for her p.a.'s which will extend for about eight weeks, Idea though to get auditoriums with \$30,000 or over possible ca-pacities. pacities.

pacities.

She splits 50% in almost every spot excepting the Broadway Paramount or Loew's State, depending on which finally comes to terms. Currently in Cleveland, thence to Columbus and the Fox, St. Louis.

Feil returns to the Coast this week after the Cleveland date.

# **DIVORCEMENT** A LA STANDARD OIL CO.?

Disgusted with the spread of circuit divorcement legislation and constant fanfare for the idea by independent interests, a new thesis of thought has developed among some major companies. Briefly, it is to dissolve circuit affiliations along the lines followed by the Standard Oil Co. in its segregation of holdings into seven or eight separate companies back in 1911, and permit full sway for the newly created indie chains against independent exhibitors.

Such theory, if followed to its natural conclusion, would allow newly created independent chains to flourish unrestrained and wipe out any cuit divorcement legislation and con-

created independent chains to flourish unrestrained and wipe out any favoritism or partial protection afforded current indies in the matter of product, clearance, etc.

Biggest drawback just now, if such a plan were followed on a national scale, would be the outlay, estimated at about \$500,000, needed to set up separate corporations. Feeling with certain officials is that cordial relations still could be retained between the freshly created independent outfits and the major producer-distributor. Whether the parallel with the Standard Oil break-up would be followed further presumably would depend on the wealth of the top official in the major productions.

in the major outfit.

One of the industry's biggest executives recently came out flatfootedly in favor of the divorcement

Let them break up the circuits Let them break up the circuits, he said, as now connected with major production-distribution companies. Tru beginning to believe it would be a good idea to split a circuit into a number of independent outfits. This would throw them into fullest competition with indies and leave it entirely up to them to fight their own battles. their own battles.

This would eliminate worry over present salving of indies and lean-ing over backwards to see that they are not mistreated on our circuit competition.

competition.'

In many instances present subsidiary circuit operators would be able to buy the control of the independent circuit if broken up.

# LOW COST FILMS

20th-Fox's Profitable Pace with Withers, Moto, Jones Family-All Plants Shopping for Teams to Speed Up Wickets - Dix, Holt Still Going Strong

#### **EXIT OF EPICS?**

Hollywood, March 8.

Hollywood, March 8.

Era of \$2,000,000-plus screen epics is speedily drawing to close. Hollywood bigwigs, their production appetites sated by an overdose of caviar-type films, are turning envious thoughts to atheir silent-day predecessors, who thrived on a diet of bread-and-butter pictures.

About-face after 10 years of steadily mounting costs is due principally to the failure of too many of the lavishly-budgeted attractions of the lavishly-budgeted attractions of the lavishly-budgeted attractions of the last few months to arouse more than lukewarm enthusiasm on the part of the cash customers, with the result that it noy takes two A's to make up a dual bill that will drag them into the theatres in sectors populated by the more discerning.

Doubling-up process on the high-grades has slashed rentals to a point where, should the idea continue to spread, producing companies won't be able to crawl out from under the tut. Situation has already reached a point where the studi lads, who only a short while back would have been willing to part with an arm in order to have their names linked with the making of a colossal, are now fighting for the chance to turn out a hit low-cost offering. With jobs scarce, even for production big shots, they prefer the smiles of the bankters to the latters' frowns.

Studio chifetains, after careful perusal of the industry's history, are

the latters' frowns.

Studio chifetains, after careful perusal of the industry's history, are unisoning the prayer, Give us this day another Wally Reid or Clara Bow.' Meanwhile, they are feverishly scanning player lists hopeful of uncovering personalities offering, possibilities of development into name draws of sufficient streight to pull in the customers sans the help (Continued on page 18).

#### N. Y. CENSORS MULL GARBO TRAVESTY PIC

Albany, N. Y., March 8.

The Board of Regents' reviewing committee will take a look at 1 Vant to Be Alone, dialogued travesty of an old Greta Carbo silent vehicle. Streets of Sorrow. The latter was licensed on June 28, 1927. Talker version, made by Samjacques Corp. was thumbed down by Censor Irwin Esmond on the grounds that it would tend to corrupt public morals, etc. Claimed that the synchronization of chatter with action of the silent picture made it too hot.

Talk that rejection of the dibbed burlesque had been ordered because of its possible libelous nature is said to be without foundation. The motion picture division, under the Edication Law, is charged with the responsibility of seeing that films which are indecent, immoral or citing to crime shall not be exhibited. Does not concern itself with the libel pagle. That is a thing for which the producer or producing company is held responsible by the courts. Albany, N. Y. March 8.

Whether the production distribution company could still hold small in-terest in the operation would have terest in the operation would have to be determined by developments in various States. However, a voluntary concerted move along these divorcement lines at present before any more State divorcement lines at present before any more State divorcement law are passed would eliminate forced and moday (7) due to illness of it two eachs are those when the first mode at a loss.

"Alexander's Sour Note Hollywood, Marcit 8, Production on Alexander's Rage of the Medonald and Nelson Eddly will be co-starred. Howard Emmett Rovers and Evergles of trouting property usually done at a loss."

# Showmen Fear Indie Eat Indie | STUDIOS TURN TO Culver City Stealing a March On a Public Film Studio to Sate The Tourists; Permanent Expo

#### Innocent Party

William K. Howard, back from a year of directing in British studios, is en route to his Ohio home town to visit his

his Ohio home town to visit his mother.

He threw a gala cocktailery at '21' last week to welcome his N. Y. and Hollywood friends sojourning in the eastern score. What makes this brawl newsworthy is that it was an entirely 'innocent' party—Howard has no pictures in released or about to be released.

# H'WOOD AGENTS' **COMISH SUITS CONTINUE**

Hollywood, March 8.

Power of the California Labor Commission to sit as arbitrator of disputes between agents and clients received another nod in its favor

received another nod in its favor last week when superior court confirmed the award handed down by the labor body in favor of William Stephens on representation contract breached by Robert Kent, actor. Stephens had petitioned the superior court for confirmation of the \$1,600 award and asked that judgment be entered against Kent. Actor had been given 10 days in which to file an appeal of the Labor Commission's decision, but failed to take the step.

mission's decision, but failed to take the step.

Judical sanction of the labor bureau decision okays that body's right to assess damages against future, speculative earnings which the injured party would have received under unexpired term of a contract.

Labor Commission's decision in

ceived under unexpired term of a contract.

Labor Commission's decision in favor of Stephens allowed agent \$1,000 in estimated damages on commissions that would have been due for the balance of the breached contract, and \$600 actual damages for carned commissions.

Buck Jones has been cited before the State Labor Commission on a petition filed by the H. E. Edington-F. W. Vincent agency, which is asking \$21,800 on the ground that sagebrusher walked out on an unexpired managerial contract without just cause. Amount asked is the heaviest involved in an agency-client action in recent years.

involved in an agency-client action in recent years.

Rosalind Russell is asked to pay \$31,145 in a complaint filed by the Small agency for commission. Petition states the actress started at \$350 weekly and now \$1,000, plus a \$250 bonus weekly.

Actress is charged with terminating her five-year contract three years after it was signed.

#### Tough!

Hollywood, March 8.

Mother, 72, of Edward Mannix, Metro studio executive, died March 7 in Fort Lee, N. J., making the third death in his Immediate family within four months. This father passed away a month ago at their Jeves

nome: Mannix's wife was killed auto accident at Palin Springs lust November

Hollywood, March 8.

Hollywood, March 8.

Having lost out in its attempt to get the name of 'Hollywood,' Culver City is going out seriously this time to cater to all the tourists who can't get into studios. Town has acquired 14 acres adjoining Metro, as Blaine Walker, president-manager of the Culver City Chamber of Commerce, puts it, 'adjacent to and in the very shadows of 'the great Metro-Goldwyn-Mayer studios.'

The setup is at present titled The international Exposition of Motion Picture Arts and Sciences, a non-profit California corporation, but is not expected to be ready to handle the peak loads of the Shriner and American Legion conventions this summer.

Idea of permanent promishers

American Legion conventions this summer.

Idea of permanent peop-show is being sold to citizens of Zulver City on the grounds that the exposition should bring in enough dough front wisitors to make Culver City a tax-free community. This especially would appeal to studio workers.

If a make-believe studio making make-believe pictures could attract enough peasants to pay all taxes, that would make Culver City the Monje Carlo of California. The idea has set the fown so much on fire that they are calling in Zack Farmer, who ran the San Diego Exposition and the Olympi: Games when held in. Los Angeles, as well as the art directors at the various studios.

Mike Tellefsen city attorney, has tipped the committee off to the fact that the exposition, being a municipal project, may be placed on the preferred list for. Federal funds, meaning that Culver City may duck. Soy of the rap for construction of buildings and landscaping of the grounds.

buildings and landscaping of the

buildings and landscaping of the grounds.

By No Means the 'Centre'.
Only 'out' at present is that Culver-City is by no means the centre of motion picture production. The town produces close to one half of the pictures made in the Hollywood area, but Paramount is nearer to being the hub of the industry's wheel.

Within a few miles of Paramount are the following studios: RKO, Columbia, United Artists, 20th Century-Fox's Western Avenue studios, Grand National, B. P. Schulberg Productions and several smaller studios.

At Culver City, which is 10 miles away from Paramount, are Metro, Sciznic'. International, and Hal Roach studios. From Culver City to the Warner studio is a jump of 20 miles, so imagine the tax ir ap of the peasant who shows up at the Warner lot (Continued on page 21)

#### NICK JOY TO RE-CREATE 'DAUGHTER' ROLE AT WB

Nicholas Joy, featured in the touring Yes, My Darling Daughter, at
the Forrest, Philly, is under contract
at \$1.000 a week to do the same part
in the Warner Bros. film version of
the show. Ticket carries an optionfor another-picture in 1939 if the
tudelo likes him. It will be Joy
irest film stint.
Actor plans a European vacation
after Daughter, winds up its tour,
which will probably be. May, Ifis
Hollywood commitment is marked
for September. After that he'll
turn to Broadway.

#### Metro Holds Leonard

Hollywood, March 8.

Melro has taken up director Robert Z. Leonard's option and set Adventure For Three's his first picture under the new deal. Jean-nette MucDonald and Nelson Eddy

# Ushers Could Ush in Canoes This Wk. At Lefty's Calif. Shooting Gallery

By Joe Laurie, Jr.

Coolacres, Cal., March 8.

I don't know who it was that said 'it never rains but it pours,' but I'll bet it was a Californian; because it sure rained here for a week. No doubt, you've been reading in the papers about the floods out here; well, it used this town to kinda break its jump. It left Coolacres looking like a deserted movie set. Overnight we had about four feet of water in the theatre. I wish the customers would come into the house as fast as the water did. The place looked like a boat house.

I was gonna open up with an idea of having the ushers show the c tomers to their seats in canoes, and after the show allow the kids to use the place for a swimming pool and let them dive off the balcony. But when I took a look at the picture they sent me I gave up all ideas of opening up, because they would have lynched me. The picture was sall about the Dust Bowl and the newsreels showed nice sunshiny weather in Florida. The ouly one near-happy about the floods is the janitor, because it saves him from sweeping out.

as saves num from sweeping out.

Aggie and me have been using life preservers for nightgowns. I put on boots and me and Vic went around town in a boat to help anybody we could. We got to some people that lived in the valley that were stranded and we brought 'em some food and blankets, but there was nobody hurt and everybody was taking it good naturedly. You can't keep those Californians down. They started talking about how much work this will give a lot of people fixing things up again.

Its going each me plent too hur man and Action and the property of the property o

It's gome cost me plenty, too, but me and Aggie are tickled that nothing serious happened, and that we don't mind the dough it's gonna cost to clean up. I will say one thing though; if I had any idea we were goma have a food I'd 'kept the old seats in the theatre. We were worried most about Jr., but he is in great shape and can cry longer and louder than a Wall Street broker.

#### Digging Into the Trunk

Digging Into the Trunk

The weather has kept me indoors nearly all of the time, so I went up
to the attic and started cleaning out an old trunk of mine just to kinda
kill time, and boy, I run across stuff that kinda made me feel like packing
up and starting on a route. I came across some old programs with names
like Walter Weems, The Briants, J. C. Nugent, Eddie Leonard and the Foley
Boys, Margaret Young, Stuart Barnes, Walter C. Kelly, Stella Mayhew and
Billie Taylor, Conlin, Steele and Carr, The Dooleys.

When I run across the name of Patry Davis who was bean yield.

Billie Taylor, Conlin, Steele and Carr, The Dooleys.

When I run across the name of Patsy Doyle, who you know, was a great comic and dancer, I remembered the time he was sitting reading a paper in the old White Rats Club and the page boy came through paging 'Jim Thornton.' Patsy looked up from his paper and in that squeaky voice of his said. 'He's outta print.' And speaking about Thornton, who has pulled many a nifty. I remember the time in a small house in Pennsylvania when a punk kid of a manager told Jim that his act was offensive. Thornton gave him one of those looks of his and said, 'Young man, if you knew the definition of the word offensive, you would lock yourself in a room and not come out for a week.'

Harry Fox and the Millership Sisters... what an act! 'Remember when

room and not come out for a week."

Harry Fox and the Millership Sisters ... what an act! Remember when Florrie Millership kissed him in the act and Fox would look at the audience and say. And my father wanted me to learn a trade. Johnny Stanley and Stella Tracy brought back the time when Chesterfield saked Johnny would he play third base for the N. V. A. team, and Johnny said, 'Sure, how big a jump is it?' And when Martin Beck met Stanley and said, 'I heard you was dead, Johnny.' No, said Johnny, 'they wouldn't pay me the dough.' What a wise cracker he was!

heard you was dead, Johnny. 'No, said Johnny, 'they wouldn't pay me the dough.' What a wise cracker he was!

Then I run across names like Tate's 'Motoring,' Charlie Case, Walter Brower, Julius Tannen, Long and Cotton, Which reminded me the time they were playing a dump in Connecticut and he asked the property man for a fireplace. Near matinee time props came in to Nick Long and sed, I can't get you a fareplace, but I can get you a nice big oil stove.' I ran across names like Lillian Shaw, Rae Samuels, Belle Baker, Sophie Tucker, Emma Carus, Nora Bayes. What singles! I dug up a picture of old Mike Shea from Buffalo which reminded me of the time a single woman on the bill said to him, 'Mr. Shea, your audience seems to like me', and Mike sed.' Don't let 'em kid you, they' cheering your dressmaker.' I found old contracts from the Mozart Circuit, Wilmer and Vincent, Sullivan and Considine, Ackerman and Harris Death Trail, Bert Levy Circuit, the Pan time with its memories of the 50c. supper money, and the Gus Sim time, with the loc, Jumps. They had enough time those days to even keep a bad act working steady. Aggie and me talked about all those great artists until early in the morning. I guess if we didn't haye Ir, and the theatre, and if we were a little younger it wouldn't take much to get us out troupeing again, that is, if there was places to troupe, and if we could meet those kinda people again. Aggie tied up all the sluff with a ribbon and put it back in the trunk, saying. Well, we may not be able to leave the kid any dough but we'll leave him this stuff to show him we were no punks.'

Well, give my best to the boys and girls, and tell 'em that the Sun Worshippers have an easy time of it in California these days, sec.

Your pal,

P.S.—Billy Rose of the Casa Manana sez, 'The only men that are doing business on a large scale these days are the coal dealers.'

#### Court Relieves Amb Picts, Now Under 77B, Of \$165,000 Talents

Hollywood, March 8.

Talent contracts that would have cost Ambassador Pictures. Inc. \$185,000 have been, revoked by order of the U. S., district court. Company is now undergoing a reorganization under 77B of the bankruptey act. Players whose agreements, signed when Maurice Conn, prexy, had plans for production. expansion, were terminated include May Robson, Crace Bradley, Wynne Gibson, Lylic Talbot, Cyril McLaglen, Gene Austin, Candy and Coco, Lois Lindsay, Jack LaRue, Donald Novis, Molly Lamont, Guinn Williams, Robert Warwick, Ricardo Cortez, Frankie Darro, Kane Richmond and Benjamine Lichtenfeld.

#### PRODUCERS-CREDITORS TO CO-OP ON GN'S 77B

drew Stone.

Representatives selected are Mac.

Lean and Zeidman, with a thret to the first undertaken by GN, now be selected by Condor's trustee:

Tearranking, under 77b, to keep the Local federal court approved distribution of the model of the Condor of the Ph. 1.

Restrew's are budgeted at around Goldstone for release of his three 135.60 and James New II in the Renfrew' features. Deal is one of the rule.

For Scripting Only

Hollywood, March 8.
Writers at Metro lost their full time secretaries when studio heads ordered the gals to the general stenographic department, Scribblers were said to be using the Remington pounders to handle their race-track bets and the family shopping.

Hereafter the gals will be on call only when actually needed on scripting duty.

# Talley to Head 20th's Shorts Prods. in N. Y.

In produsing its own shorts starting with delivery of 1938-39 season's product, 20th-Fox will make an undetermined number of briefles at studio quarters which are being provided in the building housing the Fox-Movietone newsreel over on 10th avenue, near the h. There will Fox-movetone newsreet over on dun avenue, near the h. There will be no two-reelers, according to pres-ent plans. Company has discussed the shorts lineup in only a prelimi-nary manner, with exact schedule to be set up later.

Truman Talley, editor-in-chief of the newsreel, will be in charge of production. He will continue in charge of F-M operations at the same time.

time.
Educational, which has been distributing through 20th for five years, washes up as this season's (1937-38) commitments are filled. E. W. Hammons is negotiating for other relasing channels but has not set on any deals to date. Twentieth-Fox sold as well as physically distributed the Hammons' shorts product.

#### CRAWFORD MAY GO TO **ENGLAND FOR M-G FILM**

Hollywood, March 8.

Metro will decide this week whether Joan Crawford or Maureen O'Sullivan will be sent to England to play opposite Robert Donat in its production of 'The Citadel,' which King Vidor will direct. Production is scheduled to get under way May 1.

Al Lichtman will leave here April 1 for New York, from where he will sail for London, to remain there un-til the picture is finished.

#### Schubert Rhapsodizing Postal Telly for Films

Postal Teley Tor Films
Deal has been negotiated with the
Postal Telegraph Co. authorizing
Bernard S. Schubert of Hollywood
to write a script on the history of
the company. Story will feature the
life of John Mackay, father of Clarence Mackay and grandfather of
Elin Mackay (Mrs. Irving) Berlin
but latter angle will not be featured.

Emphasis will be life of John Mackay, Irish immigrant who be-came head of the company, and the laying of the first trans-Atlantic cable. Rivalry between Postal and Western Union will be touched on,

Deal was set for Schubert by his nephew Bernard L. Schubert, in N. Y, with Phillips Lord office. Stated that RKO is negotiating for purchase of the script, currently below the script with the script.

#### Int'l Cinema's Profit

# The Girls' Eye View

By Marian Squire

'Merrily We Live' Synthetic Mirth

Merrily We Live is an excellent example of the subtle difference between inspired lunacy and carefully manufactured nonsense. This falls in the latter class. Film has its moments with Alan Mowbray's indignant buttling and Billie Burke's gentle vagueness, but on the whole its humor is studied and self-conscious.

Brian Aherne is attractive and natural, but Constance Bennett tackles the job of being funny with an air of smug satisfaction and an awareness, of being terriby cute about the whole thing. Usually Miss Bennett has a distinctive arrogance, beyond mere affectation. But in this opus she nounces, shrugs, pouts, tosses her well-groomed head, swagers boyishly and generally trots out all the 'cute' tricks in the book.

She wears a variety of clothes from tailored slacks to softly feminine evening things. Of the latter, one gown is white Grecian drape with front fullness, and another is white crepe with cross-draped bodice and sequin bands down the sides of the skirt.

Billie Burke is fluffy with a ruffled transparent morning coat over satin sheath, a satin Diradl with neck and sleeves banded in fur, and a black sequin bolero frock with a huge velvet flower at the throat.

Ann Dyorak doesn't fare so well with the wardrobe, drawing a bulky evening gown of stiff upholstery fabric, mediaeval style, with long sleeves fitted at the wrist and enormously puffed at the shoulders.

Bringing Up Baby' a la Keystone

Bringing Up Baby' a la Keystone

Bringing Up Baby' is a series of Keystone chassis falls, in which Katharine Hepburn and Cary Grant determinedly carry on just as though the picture were as funny, as it was intended to be. Situations are telegraphed in the naive manner of the old time cop who pointed to himself, to the approaching danger, and then leaped into air to make certain the idea had penetrated. Complications are plugged, siretched, overdone and wrung dry of possibilities before they are finally relinquished.

Miss Hepburn goes about the business of being cute and fluttery with a competent air, which seems to say that it's an awfully odd thing for her to be doing, but as long as she's in it, he's in with both feet. But all the ruffles, draped on the habitually tailored Miss Hepburn, can't make her look scatter-brained. Cary Grant is resolutely energetic and even less convincing as a serious professor led from quiet paths by a giddy girl.

Competent people like May Robson, Charlle Ruggles and Walter Catiett do the best they can under heavy odds, but the only member of the case ceming completely happy is the wire-haired 'Asta' of 'Thin Man' fame.

The assumption in the film is that if one fall is funny, 20 falls will add, that much more to the hilarity. Miss Hepburn takes most of her flops in a white circular cut dinner dress with heruffled bodice. She looks best in her last outflie—a short black umbrella skirt dress and wide-brimmed bonnet with flowing chenille-dotted veil.

a winte circular du ainner areas with perunea boare. She jours best in her last outfit—a short black umbrella skirt dress and wide-brimmed bonnet with flowing chenille-dotted veil.

Musle Hall's Colorful World Cruise
Radio City stage goes-on a world cruise, the ballet in flowing white gowns, carrying garlands in their hands and vases on their heads, to represent Greece. Dance to the vocalizing of Edwina Eustis, who sings on the elevated stage in brightly colored costume.

Morocco' has a street scene of strollers in bright native drapes, and a genuine burro, as an audience for the tumbling Six Danwills. The Glee Club sings in 'Italy,' with an imposing 'Coliseuin by Moonlight' setting.

For the closing the orchestra goes on a tour of its own, platform rising from the pit, crossing stage and rising to become the upper deck of the 'cruise ship.' Very effective bit of maneuvering. Stage becomes the lower deck with couples dancing, girls wearing satin evening gowns of various colors. The aerial Kimris' work on a miniature airplane arrangement, high enough to bring satisfying gasps from the audience.

Rockettes wind up in exaggerated sailor outfits. White trousers cut full circular, short navy blue belihop jackets, and blue and white caps.

#### CANTOR'S NEXT PIC UP

In N. Y. For Air Start — Jack Osterman on Writing Staff

Eddie Cantor is running between White Horse Inn' and Pins and Needles' as his next 20th-Fox filmusical. Darryl Zanuck wired the comedian that he made an offer of 8100,000 to Harry M. Warner for White Horse, but Cantor favors the idea of buying the P&N title from the Labor Stage, and utilizing as a theme the foreman of a dress firm who becomes stagestruck, due to the click of Pins and Needles. The rest would have to be a 100% original, Cantor meantime is prolonging his N. Y. stay until his new Camel radio

N. Y. stay stay until his new Camel radio which starts March 28, gets show

Jack Osterman signed on last week as one of Cantor's radio scripters. Comedian plans taking Osterman to Hollywood for film authoring later

#### Singing on the Beat

Hollywood, March 8.

Deal is on for the return of Phil Regan to Warners, where he got his screen start. Burbank studio wants him for title role in 'The Singing Cop,' which was purchased three years ago and recently revamped as a possible yarn for Dick Foran. Reganhas been at Republic for the past year.

Phil Regan's two sons, Joseph, 13, and Phil, Jr., 11, are being tested by David O. Selzvick for roles in support of Tommy Kelly and Ann Gillis in Selznick-International's forthcoming Heartbreak Town.

Producer summond he boys after studying Regan family group photo printed in a Los Angeles newspaper. Hollywood, March 8

#### 'BLACKWELL'S' STARTER

Hollywood, March
Warners has set March 11 as
starting date for Blackwell's Isla
which will have John Litel
featured spot.
Lew Seiler directs:

#### Igor Stravinsky Wins Only 4 Cents Damage Suit for 'Profane' Bird'

Paris, March 1.

Igor Stravinsky's \$10,000 damage suit against Warner Bros. in the French courts for profane' use of his 'The Firebird' in the picture of the same name brought him one franc. That's under 4c. Suit was filed in local courts last June but judges refused to give a decision until they had seen the picture.

After seeing the film several times in a house near the Third Chamber of the Civil Tribunal of the Seine, the three judges agreed that the film had been taken from a Hungarian ballet also called the 'Firebird', which Stavinsky knew nothing about. They stated, however, that since Stravinsky had sold his musle to Warners he gave the producers the right to do as they pleased with it.

Stravinsky's biggest objection was

the right to do as they pleased with it.

Stravinsky's biggest objection was that the most stirring part of his piece, "The Infernal Dance," was mixed up with an old Vienese waltz, and the most and that it was not exactly the treatment which such music as Stravinsky's should be given. They therefore awarded him one franc and the moral victory. Unappeased by this, Stravinsky immediately set to work to file another suit, this time for one france is than the \$10,000, in an effort to get all that he thinks is due him or 'vulgar' application of his music, as he termed the scene in which is music is used as an aid to seduction.

Scripter for 'Traveler'
Hollywood, March 8:
George Arthur, who will produce
'Arkansas Traveler' for Paramount,
has signed Jack Cunningham to do
the script."

will feature Bob Burns and

# ADMEN OGLING SCREENS

# Movietonews Starts Unit Production | ENVISION NEW Idea m a Move to Cut Down the Nut

With production outlay pared to the bone, newsreel companies pre-ently are reported inclining more and more towards the unit produc-tion idea now being employed by Movictonews, Paramount at one time Movietonews, Paramount at one time was considering the plan but finally vetoed it, apparently because of the initial outlay necessary to put it into operation. However, its possibilities are being explored as a means of establishing, newsreels regularly in the black.

the black.

Main idea of unit producing for newsreels is the division of each issue into four or more departments. Advantage is that it enables executives to maintain fixed costs of operation in all excepting one department; that which is devoted to live news.

Setup calls for splitting newsre activities into sports division, one for activities into sports division, due for fashious or publicizing feature producer's stars, and another for humor Only wide variation in costs is the sports division where football usually runs up expenditures.

But this alignment leaves only ac-

usually runs up expenditures.

But this alignment leaves only actual spot news coverage as the sole unit on which the producers have to gamble. Because, as a general rule, this will make up only about one-fourth of total footage, it narrows down the chance of going overboard on costs. Generally the newsreel has to shoot four or five times as much totale of as actually is accepted in fusined news stories. But with other divisions taking care of a specified amount of reel space, this risk is materially reduced.

Some newsreel executives, under the present method, figure that nearly, the entire reel is a gamble on cost. Thus the newsreel may have all but about 100 feet filled with news events two days before going to press when two or three major items break, such as a big explosion-five in N. Y., floods in California or, fluding of a missing airplane. All must be handled, with heavy outlay for film, cameramen and other expeuses despite the fact that virually enough material already had been, set in the reel. been set in the reel.

Another factor that focuses atten-Another factor that focuses atten-tion on the battle of newsreels to get their operations in the black is the fixed cost on negatives. This from \$9,000 to \$15,000 weekly. Newsreel\_boys have this figure fac-tion them each no matter

ing them each no matter how much is spread out on coverage of news. It's another reason why some are leaning towards splitting up the recl'into departments.

#### ONE LAWYER TO ACT IN 6 ANTI-LOEW'S SUITS

With six different minority stock-holder group actions already started against Loew's, Inc., and individual directors seeking to enjoin them from recently voted boniuses, argument will be heard next Friday (11). In N. Y. supreme court as to which attorneys will conduct the litigation. Presently there are so many legal lights representing various stock-holder groups that decision on one attorney will have to be made.

Suits against Loew's and directors of company seek to enjoin certain contracts with employes in which large bonuses and raises were voted at the stockholder meeting this year Formerly such a large bonus setup was confined to only a few, according to those fighting the bonus lineup.

Attitude of minority groups is that

Altitude of minority groups is that such heavy bonus distributions will deprive them of dividend payments.

#### Fowler's 'Chicago Earl'

Hollywood, March 8.

David O. Selznick has signed Geno Fowler to write the screen play for The Earl of Chicago, from the novel by Brock Williams.

#### Sponsored Legit

National advertisers are con-templating invasion of legit as a medium of product promotion for the first time if an idea by the Publicity Corp. of America materializes. Tentative plans call for the presentation of plays at scale much lower than current legit prices, hence sponsors anticipate large audi-for a new type of direct commercial plug which will recompense them for their financial aid. Subsidization would benefit the theatre by replacing Holly-wood which has been most meagre this season, the promoters ballyhoo.

# SO. AFR. WANTS H'WOOD NAMES

Alex Cherniavsky, concert manager in South Africa and Australia, is in New York looking for talent for touring next winter and sumer. Plans to remain in the cast until May, when he will go to the Coast, then probably proceed to South Africa to prepare the ground for the artists. for the artists.

for the artists.

Tours will be skedded for South Africa for the winter of 1938-39, figuring on about six weeks of dates in approximately eight cities. Artists will then be jumped to Australia, playing there an indefinite number of months. Clientiausky is now dickering with Ramon. Novarro and would like to sign Eddie Cantor for the tour. Figures the Cantordeal is just an outside possibility, however. Wants about four or five names for the tour.

#### Saenger Mobile Mgr. Held by G-Men on E. V. Richards' Extortion

New Oricans, March 8.
Roye McCleed 32 of Mobile, Ala, contessed to FBI agents that he was the man who sent threatening letters to E. V. Richards, head of Sacnger Theatres, it was revealed here Monday (1). McCleod, manager of the Empire theatre, admitted threatening the the Sacnger theatres unless Richards refrained from dismissing two girl cashiers at the Mobile theatre, FBI officials said. McCleod, also ordered Richards to traise girls' salaries' about \$5 a week, "agents said. Mote was signed the boys."

He told G-men he feared the girls' salaries in love with one of them. Federal men worked on case seven months. During that time McCleod was promoted from employee, to manager of the Mobile house.

He was arraigned before U. S. Commissioner and placed under bond on extortion charges.

#### Rudy's Pic Finished

Hollywood, March 8. Hollywood, March 8, Final scenes for Warrer's Gold Diggers in Paris, which stars Rudy Vallee, have been completed and sent to the cutting room. Ray Enright directed the picture, with Busby Berkeley responsible for the dance numbers.

#### CLOSE ENOUGH

Hollywood, March 8.

John Boles is moving over to Universal for the lead 'Halfway to Shanghal' Ken Goldsmith's first as a U producer

Production is scheduled to start late in April.

Libius Stevens wrote, the screen play from Harold Buckley's original years.

# BALLY OUTLET

Growth of Sponsored Films and Two-Minute Ad Trailers Appeals to Advertising Agencies as an Important Exploitation Medium — Newspapers Combining to Nip It in the Bud

#### FILM BIZ FROWNS ON IT

Spread of sponsored films and outright advertising subjects on the theatre screens, thus far confined largely to 2-minute trailers, has reached such proportions that various factions in the film and newspaper fields are mulling plans to curb it. Favoring the continued spread of commercial pictures into entertainment houses are advertising agencies and sponsored film producers who, envision the screen as a new advertising medium.

Industry leaders have been aware

aucers who envision the screen as a new advertising medium.

Industry leaders have been aware of the trend from several sources. First came in January when some 16 advertising men and a few the formed National Advisory Council for Screen Advertising.

After this confab, it was announced that it had been set up by Alexander Film Co. and the chairman of General Screen Advertising, Inc. Latter controls Alexander Film, distributors of advertising films and most active of late in handling the 90-second and 2-minute screen subjects. General Screen Broadcasts, a New Orleans outfit, functioning more in the south but reputed to have more general theatre coverage than the former.

coverage than the former.

Inroad already made and in prospect by the ad film on the entertainment screen tipped also by steps taken by advertising agencies. One industry organization recently had laid on its desk a report showing that five national ad agencies and that possibly 12 others had made prelim investigations to such a step. Startling feature of this report is the fact that many advertising. Also that films ordinarily not rated, as a great-medium of advertising. Also that films ordinarily not rated, as a great-medium of advertising. Also that films ordinarily not rated, as a selling medium for products in the last four years had come to be regarded by business men as an important part of their program.

These developments were followed late in January by the revelation that U. S. Stael's ambitious time-film program, carried using the entire of four relations. Third in the clifton the program, carried at time-film program, carried using the entire of four relations. Third in the clifton the program carried with the contemprise, considered the most elaborate of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of its kind ever undertaken, will see the program of the development in the cast, is reported scheduled to a statistic or an exchange manager to go into ompetis, with them in theatre operation of the development by commercial pictures on the theatre. Is revealed in the growth of two producers fonted in New York. What is true of the cast, is reported scheduled to a cast of the producers in the midwest and the Coast West.

Still a fourth indicator of the development by commercial pictures on the theatre. Is revealed in the growth of two producers fonted in Ne

# Ask Naming of Pic Exec as Contact For Actors Guild and Labor Crafts; All May Be Dumped in Casey's Lap

#### Elaborate Comm'l Short

Announced plans of Caravel Distributing Corp.; which unveiled its Boy Meets Dog, technicolor carroon comedy advertising one-reel film, claims the picture will open in Philadelphia, Washington, Harrisburg, Pittsburgh, Baltimore and Erie, Pa., April I. Company is promising a publicity-advertising staff to bally films. Claims to have booked the film with many circuits.

Short was made for the Ipana account of Bristol-Ayers Co., being based comic strip character. Tog'lar Fellers, Walter Lantz, oreator of Universal's Oswald the Rabbit, directed. Frank Churchill, composer of music for Snow White,' did the musical numbers, orchestra directed by Nathaniel Shilkret. Picture is an ambitious effort, being 90% entertainment with only about 30 seconds, flash of billboard, being outright advertising of product.

# **BROWNE-CASEY** HUDDLE IN N. Y.

George E. Browne, president of the International Alliance of Theatrical Stage Employees, is due in New York this week. It is possible he may remain until conferences begin with producers and other internationals signatory to the five-year studio basic agreement which terms are set each spring for the succeeding year. No date known to be set for that as yet.

Pat Casey comes on from the

Hollywood, March 8.

Appointment of an outstanding films rexecutive as producer contact for the Screen Actors Guild and all abor crafts is in the making. Move will be made by major studios as soon a decision is handed down by the National Labor Relations. Board on petition of the Screen Writers Guild for election of scribblers to select a bargaining representative.

representative.

Majority of producers agree all labor negotiations should be concentrated in one office. Only difference in opinion whether all deals should be diverted to Pat. Casey and his office enlarged to handle situation. a new appointee selected. In latter event; gottations would be divided between Casey and new contact, with latter handling creative crafts, which include actors, directors, writers, et al. At present time regotiations are

nanding creative craits, which include actors, directors, writers, et al.

At present time negotiations are
being handled by Casey, Fred W.
Bectson, secretary-treasurer of the
Association of Motion Picture, Producers, Inc., and at least two special producer committees. Bectson
has been acting as contact for SAG,
with actors also negotiating adjusments with a producer committee
headed by E. J. Mannix,
Sereen Directors Guild, before
breaking off relations with producers
and appealing to NLRB, was negotiating with a producer committee headed by Darry! F. Zanuck,
Tops admit situation is not a satisfactory one, first because producers
haven't time to devote to negotiations, and secondly because it enables one craft to play its demands
against wage scales and working
conditions granted another organization. conditions granted another organiza

#### Let Casey Do It

Let Casey Do It

Casey is handling about 90% of negotiations, and several tops including Louis B. Mayer favor turning entire situation over to his office.
Matter will come to a head within next few weeks when various labor crafts ask to reopen present working agreements and producer-labor conferences are scheduled in east.

National Labor Relations Board expected to hand down a decision within next two weeks in acreen writers' and if an election ordered writers will immediately be demanding recognition and opening of parleys working agreement.

Screen Writers will immediately be demanding recognition and opening of parleys working agreement.

Screen Playwrights, Inc., when Judge Robert Kenny in L. A.
perior court issued formal judgment against SWG. Judge Kenny held SP complaint did not constitute a cause of action and refused to permit SP to amend its complaint for the purpose of perfecting appeal.

Action was based letter written by Philip Dunne, then see-

Action was based Action was based letter written by Philip Dunne, then sec-(Continued on page 26)

#### COOPER SAYS HE'S NOT SELLING OUT TO PAR

Joseph H. Cooper, veteran theatre operator, a p. Ther with Paramount in the middle west, says that neither now nor in the tuture does he infend to sell'out his interests to Paramount of anyone else. His string of houses are in Nebraska, Okialuoma and Colorado.

Although at one time Cooper considered buying out Park 50/2 interest in the Lincoll, Nell, Incalues 100 the benefit of the children's charity fund the established wife years aconothing has necurred in that direction nor is it on the agenda at the moment.

In any event, regardless of reports at this time as to whether he will sell out to Par, or Par to him, Cooper says he, definitely staying in the business.

# L. A. Pic Spots Perk After Flood; Bennett Nice \$24,500, 'Murder' \$19,000, Disney's 9th Good \$9,700

Following the midweek wallop to biz because of disastrous floods that swept the area, first runs got down to cases by Thursday (3) and with few exceptions are all heading for substantial grosses on the week. Torrential rains, which swept over Los Angeles city proper, kept thou-sands of prospective patrons indoors throughout most of Wednesday, and hurt openings at Loew's State, Chinese and Orpheum.

hurt openings at Loew's State, Chinese and Orpheum.

Warners did not change bills until Thursday, with both day-date houses getting away to excellent returns. Phintages and Hillstreet held over Bringing 'Up Baby' four additional days after two full weeks oo had not be supported by the state of the support of the support

Essumates for This Week
Carthay Circle (Fox) (1,518; 55:83\$1.10-\$1.65) — Snow White (RKO)
(IIth week) Holding remarkably
strong with 10th stanza only few
dollars behnd previous week at
around \$8,700.

around \$9,700.

Chinese (Grauman-Fox) (2,024; 30-40-55-75) -Merrily We Live (MG) and Faradise for Three (MG), dual. Little thing like a flood didn't stop the Hollywood mob from storming glimpse of Connie Bennett and with exceptional opening out of the way the week should wind up with smart \$12,500. Last week, 'Baroness and Butler' (MG) and '52d Street' (UA), close to \$11,000.

Downtown (WR) (1990-20-60-50)

close to \$11,000.

Downtown (WB) (1,800; 30-40-55-55)—A Slight Case of Murder (WB) and Sergeant Murphy (WB), dualities anything but murder at the box conditions prosperous \$9,000 may be the answer. Last week, second stanza of 'Goldwyn Follies' (UA), fell of last few days to \$6,600.

Four Star (Fox) (900; 55-83-\$1.10-\$1,655—In Old Chicago' (20th). 68th week). Interest continues and despite rains held steady on seventh week for around \$3,600, still profitable.

able.

Mollywood-(WB)-(2,756: 30-40-55-65)—'Slight Case of Murder' (WB) and 'Sergeant Murphy' (WB), dual. Got away to big start and should have no trouble hitting nifty \$10.000: Last week, Goldwyn Follies, 'UA), second week, satisfactory \$7,000, despite storm.

Last week, 'Goldwyn Rollies' (UA), second week, satisfactory \$7,000, despite storm.

Orpheum (Bdwy.) (2,280; 25-30-35-40)—Scandal Street' (Par) and 'The Spy Ring' (U) dual and vaudeville. Nothing yery outstanding either by the street of the

dater (Pentages)

State (Loew-Fox) (2.414; 30-40-5575)—Merrily We Live (MG) and
Paradise for Three' (MG), dual.
First couple of days weren't so het,
public presumably not caring to invade the downtown area, so best in
sight is satisfactory \$12.000. Last
week. Baroness and Butler' (MG)
and '524 Street' (UA), \$12,500.

and '52d Street' (UA), \$12,500.

United Artists (Fox-UA) (2.100:
30-40-55) "Baroness and Butter!
(20th) and '52d Street. (UA), dual.
Got away to brutal start through being prevented by power break from giving evening performances on opening day, so will, be satisfied with fair \$3,000. Last week, Yank at Oxford (MG) and Tove on a Budget' (20th) on moveover just under \$3,400.

Wijshire (Fox) (2.296: 30:40.55:65)

in in it is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image. The image is a second of the image is a second of the image is a second of the image. The image is a second of the image is a second of the image is a second of the image. The image is a second of the image. The image is a second of the image. The image is a second of the image is a second of the image is a second of the image. The image is a second of the image. The image is a second of the image. The image is a second of the image i

#### 'Snow White' in Lincoln Smash \$9,000, 10 Days

Snow White incoln, March 4, y pocket in town and is set in the Stuart for 10 days. Take for being should be about \$9,00, which is sensational.

which is sensational.

Estimates for This Week

Kiva (Noble) (440: 10-15)—Who
Killed Gail Preston' (CO) and Little
Miss Roughneck (CO1). Only fair,
1900. Last week, Purple Vigilantes'
(Rep), and 'Outside of Paradise'
(Rep), and 'Outside of Paradise'
(Rep), and 'Outside (20th). Going
good with \$3,000 possible. Last
week, 'Man Proof' (MG), nice \$2,900.

Liherty. (Cooper) (1,200: 10-15)—
West of Rainbow's End' (Mono) and
Born to Dance' (MG), split with
Born to the West' (Par) and 'Elephant Boy' (UA). About \$900, all
right. Last week, 'Singing Outlaw'
(U) and 'Captains Courageous'
(MG), split with 'Texes Trail' (Par)
and 'Exclusive' (Par), old \$1,000.

Orpheum (Cooper) (1,500: 10-1520-35)—Last Gangster (MG), Pair,
\$1,800. Last week, Full (Bo).
\$4,700, in seven days at the Stuart'
\$4,700, in seven days at the Stuart'

Sauart (Cooper) (1,900: 10-25-40)—

Sauart (Cooper) (1,900: 10-25-4

\$\$,000, in seven cays at the Stuart.

Stuart (Cooper) (1,900; 10-25-40).—

Snow White (RKO). Duplicates the wham nationally and will get about \$\$,000 on its 10-day stay, which is ultra-fancy. Last week, Happy Landing (20th), sock \$4,400 in six days.

# Bennett, Durbin, At \$12,000 Each, **Bullish in Balto**

Baltimore, March 8.

Good line-up of product is staving off Lenten resistance here and down-towners are clipping off goodly grosses. Merrilly We Live, at Loew's Century, and 'Mad About Music,' at Keith's, are running about evenly at a \$12,000 pace.

No let-up for 'Snow White,' now in its fourth week at the combo-hipp. Pressure from RKO for dates for accumulated unplayed pix is forcing Izzy Rappaport to make way for 'Radio City Revels' and rent legit Auditorium for continued grind of Disney film after Thursday (10).

Estimates for This Week Century (Loew's-UA) (3,000; 15-25-35-40-55) — 'Merrilly We Live' (MG). Connie Bennet' pic holding merry pace to good north at \$12,000. Lid. (10). The Continuing (10). The Continuing (10) is 100. Three (10) is

\$4.200.

New (Mechanic) (1,400; 15-25-35-40;55)—Sally, Irene, Mary' (20th). Getting noor \$4,00^\tau\_L\tau' week, end of forced two-week ru. of Baroness and Butler' (20th), so-so \$5,300.

#### Disney, \$10,000, Durbin, \$5,500, Good in Port.

Portland, Ore. March 8.
'Mad About Music,' at Parker's UA
and 'Snow White,' at the Orphoum
are both answering to heavy plug
ing for good returns.

#### First Runs on Broadway

Week of March 10 r—'In Old Chicago' (20th) Aster—In Old Chicago' (20th) (10th wk). (2apitol — Everybody Sing'. (MGM).

(Reviewed in Vaniery, Jan. 26) Criterion — 'Dangerous to. Know' (Par.). Globe—Wide Open Faces'

(Col) (12).

Music Hali—'Jezebel' (WB)

(Col) (12).

Music Hali—'Jezebel' (WB).

Paramount—'Big Broadcast of 1938' (Par) (9).

(Reviewed in Vaniery, Feb. 9).

Rilatto —'Arsene Lupin Returns' (MGM) (8).

(Reviewed in Vaniery, Feb. 23).

Rivoil — 'Goldwyn Follies' (UA) (4th wk).

Roxy — 'Mad About Music' (U) (11).

(Reviewed in Vaniery, March 2).

Strand—'Slight Case of Murder' (WB) (3d wk).

Week of March 17.

Astor—'In Old Chicago' (20th) (11th wk).

Capitel — 'Everybody Sing' (MGM) (2d wk).

Criferion — 'Buildog Drummond's Revenge' (Par).

Music Hall—'Jezebel' (WB) (2d wk).

Paramount—'Big Broadcast of 1938' (Par) (2d wk).

(2d wk)
Paramount—Big Broadcast of
1938' (Par) (2d wk).
Rivoll — Goldwyn Follies'
(UA) (5th wk).
Roxy—Mad About Music' (U)
(2d wk).
Strand—Love, Honor and Behave' (WB) (19).
(Reviewed in Vanizry, Feb. 18)

ing (20th) closed a strong third week at \$1,800. First two weeks of that pic at the Paramount did better than \$11,000.

Orpheum (Hamrick Evergreen) (2,000; 30-55)—Snow White (RKO). Answering to big exploitation campaign for great \$10,000. Will hold, Last week 'Radio City Revels' (RKO) and 'City Gil' (20th), fair \$4,500.

(RKO) and City Girl (20th), fair \$4,800.

(RKO) and City Girl (20th), fair \$4,800.

(\$0,001; 30-35)—Bringing Up Baby (1000) and Pentrology (1000) and Pentrology (1000) and Pentrology (1000) and moved to Mayfair.

Rivoli (Indie) (1,200; 15-40)—Blossoms on Broadway' (Par) and Telephone Operator' (Mono) with vaude. Going nicely for good \$2,700. Last week, Man in Blue' (Ind.) and vaude, fair \$2,400.

United Artists (Parker) (1,000; 30-55)—Mad About' Music' (U) and Lupin Returns' (MG). Answering to big bally for good \$5,500. Last week, Yank at Oxford' (MGT), held for 11 days, getting good \$5,500.

#### 'Follies,' 10½G, Disney \$10,800, Close in Omaha

Omaha, March 8.

'Snow White' at Brandeis knocking 'em dead on single feature policy, which gives house seven full shows daily. Main topic of advertising in stores, newspapers and on the air, and main topic of conversation, so the store of the store of

tossed in satisfactory \$5,000.

Dundee (Goldberg) (\$50: 10.25)—
Tovarich (WB) and Sez O'Reilly toMcNab: GB): twinned, with Laurel
and Hardy comedy added first three
duys. Wells Fargo (Par) and 'Parthers Crime' (Par) added second
half week on dial policy. House now
operating continuous Saturdays as
Sundays and ups total: to
\$120 as Sundays and ups total: to
\$120 as Sundays and ups total: to
\$120 as Sundays and PartFührers (20th-Fox) tripled first half
week; 'Rosalie' (MG) and 'Beg Borrow or Steal' MG) second four days,
topped \$1.000.

Omaha' (Blank) (2,100; 10.25-40)—

topped \$1.000;

Omahu (Blank) (2.100; 10-25-40)—
Goldwyn Folli (UA) and 'Invisible Mennec' (WB), Word-of-mouth belping take (o \$10,500, pienty big Lost Week, Big Broadcast (Par) and Dyugahter of Shangbast (Par) \$7,500,

Daugater of Shangpai (Par), \$7,500, avorage.

Orpheum (Blank) (2,376, 10-25-49).

Everylody Sind' (MG) and Llowe is Headache (MG), dual. Most of the control of the control

# Mpls. Packed with Clix; 'Snow White' Wham \$18,000, 'Birth,' 2d, Big \$9,000

OK PIX IN B'KLYN

Human Hearts' Good \$20,000; 'Snow White,' 3d, 20G

Brooklyn, March 8.
Abundance of attractive flicker fare on all screens. Especially, RKO Albee is holding over 'Snow White' for third stanza, and Fabian Paramount came in today (Tuesday) with Buccaneer' (Par). Met is strong with 'Of Human Hearts'

Bucaner Land Metals Strong with Of Human Heart's Strong with Of Human Heart Strong with Of Human Heart Strong with Of Human Heart Strong White 20,000; 25-55-55)—Show White 20,000. Second Strong Stro

# DISNEY, \$35,000, **BUSTING ALL** PITT.RECORDS

Pittsburgh, March 8.

Everything's 'Snow White' this week and Penn's biz is knocking the pi out from under everything. Town has never seen biz the Disney feature is doing, house running nine und 10 showings daily and lining 'empton the pitts of the pit

Estimates for This Week

a Holiday and Barney Rapps Dand and may come close to hitting a new low.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-50)—
Lives of Bengal Lancer (Par) and Dangerously Yours' (20th), Opened yesterday; 10; 50 Stubenday Ling this week with 'Slart Cheering (Col) until after Easter. Lancer brought a little action at getaway, but doubtful of going much above \$4,000 on abbreviated run, and most of this coming on regular bank nites, always big. Last week, Wide Open Faces' (Col) and Big. Town of this coming on regular bank nites, always big. Last week, Wide Open Faces' (Col) and Big. Town of this coming on regular bank nites, always big. Last week, Wide Open Faces' (Col) and Big. Town of this coming on regular bank nites, always big. Last week, Wide Open Faces' (Col) and Big. Town of the Color of this coming on regular bank nites, always big. Last week wide of this coming on regular bank nites, always big. Last week, Wide Open Faces' (Col) and Borrowing Trouble' (20th). Looks like \$3,000 or so, not enough to get by on, but satisfactory in view of circumstances. Management crediting Alamo Dass, psycho-mentalist working from stage, for bringing heavy the property of the build him into a draw. Last week, International Settlement' (20th) and Eurose Management crediting Alamo Dass, psycho-mentalist working from stage, for bringing in expects to keep him around, and Borrowing and admissions, breaking provided the provided of the provid

Minneapolis, March 8.

Strange as it may seem, after Snow White, the Tee Follies, Birth of a Baby (in its second week) and Helen Hays in Victoria Regina insh taking their healthy cult from the public purse it looks as though there'll still be some peanuts left for the public purse it looks as though there'll still be some peanuts left for actually benefited over the weekend actually benefited over the weekend from the Orpheum's 'Snow White' overflow.

However, the aforementioned attractions certainly are staging a terrific raid on the composite treasury. Moreover, this record-breaking opposition comes on the heels of seven position comes on the heels of seven position comes on the heels of seven walloping Birth of a Baby. It has been the toughest competition run of the mine pictures have had to face here within memory and, on top of it, there has been a blizzard and the winter's heaviest snowfaln as well as Lent, to exercise a slowling up influence.

Estimates for This Week

bilizzard and the winter's heaviest snowfall, as well as Lent, to exercise a slowing up influence.

Stimates for This Week

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

—Women in Prison' (Col) and Change of Heart' (20th), dual first runs, split with 'Scandal Street' (Par) and 'Texas Trail' (Par), also dual first runs. Looke like pretty good \$1,000. Last week, Tarzan's Revenge (20th) and 'Big Town Girl' (Col) and 'Texas Trail' (Par), also dual first runs. Looke like pretty good \$1,000. Last week, Tarzan's runs, fair \$800. Last week, Tarzan's fair \$800. Century (Publix-Singer) (1,000; 25-35-40) — 'Mannequin' (MG) (24 week). After good 'Itial session this one is slumping and will dowell to cop light \$3,500. Last week, 'S. Minnesota (Publix-Singer) (4,200; 25-35-54)—"Hurricane' (UA). Caucht some of Orpheum overflow Saturday and Sunday to help swell takings, Picture well-liked and received good notices. Quite good \$8,800 prospect. Last week, 'Big Broadcast (Par), \$6,000, mild.

25-35-550—"Snow White (RKO).

25-36-550—"Snow W

looks about tops, mild. Last veek Dead End' (UA) (2d week), \$4,000, fair.

Time (Berger) (290: 15-25)—Bordertown' (WB). Reissue drawing moderate biz. Fair \$700 indicated. Last week, Thunder in East' and Disney Academy awards (reissues) (2d week), \$600. light.

Uptawn (Publix) (1,200: 25-33)—British (200: 25-35)—British (20

# Lent No Alibi in Chi, 'Snow White' Socking 'Em for \$35,000; Overflow Aids Loop; 'Tovarich'-Shep 30G 2d

Chicago, March 8.

Chicago, March 8.
Just as the Palace last week supplied the rest of the town with its overflow with the personal of Mae West, the house continues to let the rest of the loop have the overflow, this time with 'Snow White'.

House is headed for a very high money mark, due to its dangen how and grid send of the rest of the loop have the overflow, and grid to the seven shows a day. Even the gross too much since the fluster has slapped in a nick of 35c for children at all times.

Next best bet in town is Tovarich', strictly on Colbert's personal raw in town and the seating capacity of the big Chicago. While the flicker is no big bo. copper, it is doing okay on the recent legit show. In the control of the seating capacity of the big Chicago. While the flicker is no big bo. copper, it is doing okay on the recent legit show. The control of the seating capacity of the big Chicago. While the flicker is no big bo. copper, it is doing okay on the recent legit show. The control of the seating capacity of the big Chicago. While the flicker is no big bo. copper, it is doing okay on the recent legit show. The control of the copper of the seating of the seating capacity of the big Chicago. The sumport of the seating a precedent for the house under its new policy. Lent is the slib being used for the slump-off of Old Chicago, roading at the Apollo. Last week began its first signs of cracking from top money rung, and is now running along at a considerably slower pace.

Estimates for This Week

Apollo (B&K) (1,200; 55-83-\$1.10-\$1.65)—Old Chicago (Eath princh of the copper of the

). sevelt (B&K) (1,500; 35-55-65 Baroness' (20th) (2d week)

Roosevelt (B&K) (1,50); 35-55-65-75)—Baroness (20th) (2d week). After snagging neat enough \$12,000 last week, looks capable of holding to \$7,000 this week, fair.

State-Lake (Jones) (2,700; 30-35-54-10). He continue to the continue to the

\$12,700.

United Artists (B&K-UA) (1,700;
35-55-65-75)—Yank at Oxford (MG)
(2d week). Heading for holdover to
\$11,000, good take, after managing
strong \$16,500 last week.

#### Seattle Biz Still Off: Hepburn Good \$8,000

Seattle, March 8.

Siz continues off, especially at the suburban houses, which are hardest lift. Result of primary election has created marked improvement in the suburban has been been as the suburban hard as the suburban hard seaten hard to be suburban hard to be s

science at (ceims, but more employment needed for actual betterment. Nothing Sacred' holds for second week, as does 'Gold Is Where You Find Estimates for This Week Estimates for This Week Estimates for This Week Estimates for This Week Huse Mouse (Hamrick-Evergreen) (900; 27)—Eives of Bengal Lancer (Par), and 'Scandal Street' (Par), dual. Mild \$2,000; Last week, 'Hawiian Buckaroo' (20th) and Jury's Sccret' (U), dual, poor \$1,700. Coliseum (Hamrick - Evergreen) (1,900; 21-32) — 'Love and Hisses (20th) and Thoroughbreds Don't Cry (MG), dual. Expect only \$2,500, poor. Casts week, 'Navy, Blue' (MG) and 'Big. Time it' (20th), dual. Did the Colonial State of the Colonial State week, 'Navy,' (Ind.) and 'Quick Moncy' (RKO), dual. Anticibil With Polyramy' (Ind.) and 'Quick Moncy' (RKO), dual. Split with Borreeo' (20th) and 'Miss Aldrich' (MG), dual, \$1,700, fair.

Fifth Avenue (Hamrick - Evergreen) (-2000; 32,3742)—Bringing to State of the Colonial State week, 'Flight from Clory' (RKO) and 'She Asked for It' (Par), dual. split with Borreeo' (20th) and 'Miss Aldrich' (MG), dual, \$1,700, fair.

Fifth Avenue (Hamrick - Evergreen) (-2000; 32,3742)—Bringing Good State of the Colonial State of State

#### **Key City Grosses**

Estimated Total Gross
This Week .... \$1,562,300
(Based on 23 cities, 164 theatres, chiefly first runs, including. N. Y.)
Total Gross Same Week
Last Year .... \$1,681,315
(Based on 26 cities, 178 theatres)

Week, 'Baroness and Butler' (20th) and Lupin Returns' (MG), dual, \$5,200, off.
Liberty (J.v.H) (1,900; 21-27-42)—
Nothing Sacred (UA). (2d. week). Stimus, \$2,000, off.
Mothing Sacred (UA). (2d. week). Stimus, \$2,000, off.
Music Box. (Hamrick-Evergreen) (900; 32-37-42)—Wictoria' (RKO). Slow at \$2,500. Last week, \$3,900, only fair,
Ornheum. (Hamrick - Evergreen) (2,700; 32-37-42)—Gold' (FN) and Change of Heart' (20th) (2d week). Looking for good \$4,500. Last week, same fam., \$8,000; good, \$4,500. Last week, same fam., \$8,000; fair.
There Goes Girl' (RKO) and 'Invisible Menace' (WB), dual, and 'Invisible Menace' (WB), dual, and 'Uaude, \$3,000; fair.
Faramount (Hamrick - Evergreen) (5,105-23-74) event (B. Broadcast) (1,105-23-74) event (B. Broadcast) (1,105-105-105) (1,105-105-10

# B'DCAST' SLOW \$11,000 IN BUFF

run at the Lakes, with special performance Friday night (4), with reserved seats at 65c. Doing seven shows daily, this one should push the gross cnto the top shelf. Any dropform that figure will be due to kids holding over from show to show, with management required to dig them out of the seats daily.

Buffalo is limping along to a mild week, while things are so-so elsewhere. Lafayette is undergoing another sinking spell currently,

Estimates for This Week
Buffalo (Shea) (3,600; 30-50-60)—Big Broadcast' (Par). Looks to do only \$11,000, weak. Last week, Baroness and Butler (20th) and Ted Weems, fine \$18,000, weak that week Haroness and Butler (20th) and Ted Weems, fine \$18,000, despite bad weather. (Shea) (3,400; 25-35)—Century (Shea) (3,400; 25-35)—Contury (Shea) (3,400; 35-50)—Snow White' (RKO). Looks like swelk \$20,000. Last week "Goldworf Follies' (UA) (2d week), just fair \$5,000.

Hipp (Shea) (2,400; 30-50)—On Human Hearts' (MG) and Blondes at Work' (WB). Maybe \$6,000, average. Last week "Hitting New High' (RKO) and "She's Got Everything' (RKO), poor \$4,000.

Lafayette (Ind.) (3,400; 30-55)—Hyerscription, Romance' (U.3and' Adventure's men and "No Time Col") and "No Time Col" and "No Time C formance Friday night (4), with re-served seats at 65c. Doing seven

#### 'Follies' Snappy \$15,500 In Prov.; 'Murder' OK 9G

Providence, March 8.
Lenten services nicked openers in these parks, but pickup started Sunday. Snow White' in fourth week at Albee still pulling nicely. Billed as last week but may be carried over it interest continues. Dionne Quintuplets short may help.

Goldwyn Follies' at Loews State looks like big coin, Other stands expecting average biz.

Estlmates for This Week Albee (RKO) (2202) 25-35-50)—Show White' (RKO) (4th wk) and

Dionne Darlings' (RKO). Faltering, but still above average with excellent \$9,000. Last week, third, strong \$10,000 yr-Loew). (1,400; 25:-35.00 yr-Loew) and Squadron of Honor' (Col) (22 run). Hoping for good \$4,000. Last week. 'Of Human Hearts' (MG) and 'Paradise for Three' (MG) (2d run), dismal \$2,000. Fay's (2,000; 25:35:50)—'Spy Ring (U) and 'Can You Take It' on stage. Lent hurts here. Loots like poor \$7,000 Last week 'Checkers' (20th). Loew's Checkers' (20th). Loew's State (3,200 25:35:50)—'Goldwyn Follies' (UA) and 'Who Killed Gail Preston' (Col). Holding up plenty swell with expected \$15:500. Last week, 'Yank at Oxford' (MG) and 'Squadron of Honor' (Col). Slight Case of Murder' (WG) and 'Squadron of Honor' (Col). Slight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron of Honor' (Sight Case of Murder' (WG) and 'Squadron' (MG) and 'Squadron' (MG

# LENT KO'S CINCY; **'YANK' TOPS** \$13,000

Cincinnati, March 8.

First week of lenten season, which comes in for strict observance by a goodly-part of the natives, and only two fresh releases at major pic parlors have combined grosses doing a humpty-dumpty as compared to last week's above-par general trade.

Current bo, topper is Yank at Oxford' at the Palace, fetching \$13,000. 'Big Broadcast' at Albee is line for \$10,000. Vaudefilm Shubert, with 'Change of Heart' and the Ted.

Lewis revue, is pulling fair \$11,000.

Lewis revue, is pulling fair \$11,000.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—Big
Broadcast (Par) Light, \$10,000.
Last week (Goldwyn Follies' (UA), \$18,000, wham.
Capitol (RKO) (3,300; 35-42)—
'Snow White (RKO) (4th week). All right, \$4,500. Last week, \$7,500, swell.

Family (RKO) (1,000: 15-25)—Ramily (RKO). (1,000: 15-25)—Big (1,000: 16)—Big (1,000: 16

# Flock of Holdovers Holding Down B'way; Hepburn-Grant \$72,000 NSG, 'Murder' 20G 2d, Sally' 35G 2d Wk.

#### **Broadway Grosses**

Total of Broadway grosses will dip onsiderably the first week of Lent ut that due chiefly to product but that due chiefly to product and the number of holdovers. The holdovers all satisfactory shape, while the new pictures are, spotty. In the latter division there are only four starters, led by Bring-ing Up Baby, at the Music Hall

ing Up Baby, at the Music Hall, which is the most disappointing of all. 'Baby' may suggest the Katherine Hepburn draw, as expressed in some quarters; isn't what it used to be. The Hall will get only one week instead of an anticipated fortnight out of the comedy at a pace of only about \$72,000.

out of the comedy at a pace of only about \$72,000.

Correspondingly better but not quite sensational are the holdovers of Slight Case of Murder' on its second week at the Strand; Bucaner in its final (3d) heat at the Paramount, and Sally, Irene and Mary, in its second session at the Roxy. Robinson's Murder' comedy picks, any speed on its first week to pick and speed on its first week to good, on its second session at the Roxy. Robinson's Murder' comedy good, on its second in the Roxy good, on its third stanza ending last night (Tues.), while the Roxy good, on its third stanza ending last night (Tues.), while the Roxy good, on its third stanza ending last night (Tues.), while the Roxy for Sally, Irene and Mary' on its second lap ending tomorrow night (Thurs.).

Goldwyn Follies' did a good stretch run last week (2d) to end at \$27,000, and currently in its third dash ought to be about \$17,000. It will try for a fourth week. Capitols Yapha at Oxford will of about \$17,000. It will try for a fourth week. Capitols Yapha at Oxford will a about \$17,000. It will try for a fourth week. Capitols Yapha at Oxford will a about \$17,000. It will try for a fourth week. Capitols Yapha at Oxford will a south \$10,000. The first probably Sing tomorrow (Thurs.), opening day also of Jezebel' at the Hall. The Par today subsers in Big Broadcast of 1938, together with Cab Calloway. On Friday (11), the Roxy goes to work with 'Mad About Music.' Thus next week the street will have a minimum of holdes.

Three minor pictures that came in with Lent are Prison Nurse, doing nicely at the Cab St. 1000. Arthur Mayer's bandhox home for

Clobe \$8,000 and 'Women in Prison,' which ended 'eek's run at the Riatlo Sunday night (6) at \$7,100. Arthur Mayer's bandbox home for thrillers brought in 'Arsene Lupin Returns' on a preview Sunday evel. It's off to a fairly good start.

RKO's second-run Palace is on its third (final) lap with 'Snow White,' which also hit Manhattan nabes this week. It will do about \$12,000 at the Pal. Loew's 2d run State is snapping back into action with 'Murricane' and vaude; outlook good for \$28,000.

Estimates for This Week.

Estimates for This Week

Lent probably affecting this picture more than others.

"Capitol" (\$520; 25-35-55-85-\$1.25)—
Yank at Oxford" (MG) (2d-final week) Got up steam last week (1st) to hit \$31,000 and about \$19,000 on holdrover, okay, enough on the fortnight's engagement.

"Everybody (Thurs.)"

nights engagement, Everybody
Strict. (MG) opens tomorrow
(Territorion (1:602: 25-40-55).—Person
Nurse' (Rep.) and installment of
'Lone Ranger' (Rep.), serial: Business
pretty, brisk here, looking around
\$10,500. Last week 'She Married
Artist' (Col), men \$7.000, mild,
Globe (1,274: 25-40-55).—Penitentary' (Col). Meller may get: 10\$8,000, pretty good. Last week 'The
Rat' (RKO) (Id \$5,005, 6245).—Show
White RKO) (Id \$4,005, 6245).—Show
White RKO) (Id \$4,005, 6245).—Show
here but very good. Last week Release of certoon to RKO nabes his
week holding gross to about \$12,000
here but very good. Last week (2d)
was \$15,500.

Paramount (3,604: 25-35-55-85-96)

was: \$15,500.

"Big Broadcast' (Par) and Cab Calloway band open today (Wed.).

"Buccaneer' (Par) and Clyde McCoy orchestra (3d-final week) got \$27,500 in third semester, ending last night (Tues.) good in view of Lent. The second week's takings totaled to \$33,000. nice.

000, nice.

Radio City Music Hall (5,980; 40-60,84,99-\$1,65)—Bringing Un Baby' (RKO) and stage show. Well regarded comedy disappointing at the bo. looking \$72,000 toos, and gets only the one week. Last week Tom Sawyer' (UA) dipped to \$80,000, weak. Jezebel' (WB) opens tomorty.

Sawyer', (UA) dipbed to \$40,000, weak. Jezebel' (WB) opens tomorrow (Thurs.).

Riaito (750; 25-40-55)— Arsene Lupin Returns' (MG). Came in Sunday night, (b) and off okay; perhaps \$7.500. In ahead, Women in Prison'.

Goldwyn Follies' (UA) (3d week) Holding up okay, probably \$17,000 this week (3d). Second picked up sweetly to and at \$27,000. Goes fourth stanza.

Roxy (5,236; 25-40-55-75)—Sally, Irene and Mary (20th) and stage show (2d-final week). Proved strong enough to get \$44,500 last week while on holdover maintaining rather good strength, probably \$35,000. Mad

enough to get \$44,500 last week while on holdover mustalining rather, good strength, property of the strength of the strength

#### TOM SAWYER,' \$14,000, **SOCK DRAW IN DENVER**

Denver, March 8

After strong business all week. Tom Sawyer will be moved from the Denver to the Aladdin for its second week, 'Snow White' close to average on its third and final week at the Orphcum.

# Astor (1012; 55-\$1.10-\$1.65-\$2.20)—Chicago (20th) (9th week). Tarering off. last week (8th) being \$8,100. Love, Honor' to 17G Ce, Vaude Light 16G Ce, Vaude Light 16G Ce, Vaude Light 16G Columbia (Loew) (1.583: 25-40)—Gold' (WB), as rejected as week at the Denyer. Nice \$4,000 and the control of the co Swing Battle Ups 'Love, Honor' to 17G In Wash.; 'Romance,' Vaude Light 16G

Washington, March 8.
Only three new bills this week and all running pretty close, with Happy, Landing bidding for slight edge over others despite their stage show advantages. Tove, Honor, and Behave' looks to slip over. Romance in the Dark' via pop drag and definite building of Battle of Swing idea, pitting Don Bostor and Rita Rio orchs against each other ou same stage.

orchs against each other ou same stage.

White is in fourth week and looks to double house average land looks to double house average land looks to double house average land sing poid upped start of week which may drop under estimates if promised balmy breezes materialize.

Estimates for This Week.
Capitol (Loow) (342) 25-33-60—
Romance the Dark (Par) and vaude. Swarthout Boles Barrymore plus Red Skellon atop varied revue getting light \$16,000. Last week.
Arsene Lupin Returns (MC), fair \$17,500.

# **Durbin, \$16.000, 'Snow White, 35G,** Frisco Smashes; 'Sally' Good \$16,000

'Lady Behave' (Rep), disappointing \$5,000.
United Artists (Cohen) (1,200; 35-75)—Hurricane' (UA) (6th wk). Final session of an excellent run expected to pull around \$4,500. 'Goldwyn Follies' is next booking. Last week pocketed \$3,300.
Warfleld (F-WC) (2,680. 35-55-75)
—Sally, Irene and Mary' (20th) and 'Checkers' (20th). New Zanuck music of the others from his atudios, but nevertheless \$16,000 is good biz these days. Jane Withers, who is very popular here, should help considerably at the bo. Last week (3rd). Yank at Oxford' (MG) and 'Love Is Headache' (MG), closed to \$8,000, poor, despite personal of Fannie Brice in connection with a Baby knooks contest.

# 'Sally' \$18,500 In Fred Allen's **Native Boston**

Boston, March 8.

'Snow White' holds for a fourth trame and 'Goldwyn Follies stays for nother stanza. 'Sally, Irene and Mary,' on a dual bill, is doing nice in Fred Allen's home town. 'In Old Chicago,' roadshowing at Colonial, is ust marking time as it enters fourth week'.

hast marking time as it emers found week. Estimates for This Week Boston (RKO) (3,200; 25-40-55)—City Girl' (20th) and Maid's Night Dut' (RKO), dual. Very pale, around 8,000. Last week. Radio City Revels' (RKO) and Night Spot' (RKO), louble, \$10,800, tair. Fernway (M&P) (1,400; 25-35-40-15)—'Big Broadcast' (Par) and Scandal Street 'Par' both 2nd run', dual. Weak \$5,000. Last week, lair \$5,000 for 'Human Hearts' (MG) and 'Swing Your Lady' (WB), shoule.

and Swing Your Lady (WB), double.

Colonial (20th) (1,643, 55-85-\$1.10-\$1.65)—In Old Chicago (20th) (4th week). N.s.h. \$5,000. last week.

Keith Memorial (RKO) (2,900, 35-10-65)—Snow. White' (RKO) (4,900, 45-10-65)—Snow. White' (RKO) (4th week). Now established as biggest it on any Boston screen in many, anny years. Fourth frame looks food for \$22,000 or better. Third week was extra big af \$30,000.

Metropolitan (M&P) (4,300-25-40-50)—Sally, Frene' (20th) and Blondes at Work' (WB), dual. Good \$18,500 m the way. Last week, Gold' (WB) and 'Penrod' (WB), dual, away off at 11,500.

nd "Penrod" (WB), dual, away off at Jil, 500.

Orpheum (Loew) (2.900; 25-35-40.

S)—Goldwyn Follies' (UA) (2nd. veek). Maintaining very good pace iming at very pleasing \$14,000. First rame very good \$17,500.

Aramount (M&) (200) (25-35-40.

Aramount (MA) (200) (25-35-40.

Scandal Street' (Par), both 2nd Scandal Street' (Par), both 2nd Jun; dual, Aiming at so-so \$7,000.

Last week good \$9,200 on 'Human Hearts' (MG) and 'Swing Your Lady' (WB), double.

Scollay (M&P) (2,700; 25-35-40-50) —Hurricane' (UA) (3rd run) and Kid Comes Back' (WB) (2nd run) dual, looks like fair \$6,500. Last.

week Buccaneer (Par) (3rd run) and Love a Fireman' (WB) (1st run), double, good \$8,200. State (Loew) (3,300; 25-35-40-55)—Goldwyn Follies' (UA), 2nd week, flashing in with good \$10,000. Last week, good \$14,000.

#### LENT, SO-SO PIX DENT L'VILLE; 'REVELS' \$5,200

L'VILLE; 'REVELS' \$5,200

Louisville, March 8.

B.o. activity is nothing sensational currently. Beginning of Lenten season, ordinary product and rainy Saturday were no help to film patronage.

Baroness and Butler' at the Rialto looks to be the top draw of the week, and will be ahead of Everybody Sing, at Loew's State by a small margin. Radio City Revels' is copping attention at the Strand.

Recent action of General Assembly in passing measure to legalize give and the state of the strands of the state of the

fair \$2,100.
Loew's State (3.000; 15-30-40)—
Everybody Sing' (MG) and 'Penitentiary' (Col). Nicely exploited
with Judy Garland contest, plenty
of air plugs, etc., but average returns
indicated. May go to \$6,200, fair.
Last week, 'Yank at Oxford' (MG)
and 'Only Young Once' (MG), fine
\$9,500.
Mary Andrew

\$9.500. Mary Anderson (Libson) (1,000: 15-30-40)—'Slight Case of Murder' (WB) (2d week). Hitting mild pace at \$3,100, after first week's fine \$4,500.

at \$3.100, after first week's fine \$4.500.
\$4.500. (Settos) (900: 15)—Met Him Paris' (Par) and 'Benrod and Sam' (WB), split with 'Gold Diggers of 1937' (Par) and 'Sing of Gamblers' (Par) and 'Along of Gamblers' (Par) and 'Along a Doctor' (WB), dual, split with 'Husband Lies' (Par) and 'Street Scene' (UA), fair \$1,200.

Raile (Fourth Ave.) (3.000: 15.30-10.

Raile (Fourth Ave.) (3.000: 15.30-10.

Raile (Fourth Ave.) (3.000: 15.30-10.

Raile (Par) and 'Street Scene' (Par) and 'Scandal Street' (Par), somewhat under expectations at Inc \$7.200.

Strand (Fourth Ave.) (1.400: 15-30-38)

\$7.200.

Strand (Fourth Ave.) (1.400: 15-30-40)—"Radio City Revels (RKO) and Double Danger' (RKO). Should be plenty on the profit side at \$5.200. Last week, 'Snow White' (RKO). In third downtown week, okay \$4,200.

#### Lent Dents Montreal: 'Snow White,' 2d, 10G

Montreal, March 8.
Lent is hitting all main storns and
even 'Snow White' is feed line it with
a probably drop to \$10,000 gross in
its repeat week. All others are below average.
Estimates for This Week
Palace (CT) (2,700; 50)—Snow
White' (RKO) (2d week). Very
rood weekend biz, but like last week
liable to fade later. Probable \$10,000.
good, after excellent \$16,500 first
week.

900. good, after excellent \$16,500 first week.

Canital (CT) '(2,700. 50)— Gold'
(WB) and Sh! The Octoons (WB)'
(WB) and Sh! The Octoons (WB)'
(WB) and Sh! The Octoons (WB)'
week. 'Everyboh's Sinr' (MG) and 'Jury's Secret' (I) 8,650, very good.

Jeew's (M.T.Co.) (3,200. 50)— 'West of Shanghai' (WB) and 'Blandes at Work' (WB). Points to \$5,000. fair. Jast vreek, Non Ston New York' (I) snd 'Prescription for Remance' (II) \$5,000. and 'Prescription for Remance' (II) \$5,000. and "Prescription for Stone (T) \$5,000. and (T) \$5,

and 'Crebing Hollywood (RKO).

Groheum (Ind) (1.100; 50)—Nothing Sarved (UA) (2d week). They are still nacting them in here and look for \$4,000 after an initial \$5,000, we good.

Group Holly Branch (Prince-Pilm) (600; 50)—Clarelle te Silence (2d week). Expect fair, 4 700, after good second week at \$2,000.

St. Beijts (France-Pilm) (2.300; 34)—Te Messrer; and 'La 13me Encure de Grey, Under average at \$5,000 on 'Mirage' and 'La Pessee.'

#### INDPLS. PERKS: 'MURDER' AND VAUDE GOOD \$8,000

AND VAUDE GOOD \$8,000

Indianapolis, March 8.

Exhibs are wondering if the current slightly upward trend in box-office takes here this week is temporary or a sign of continued improvement. Conditions have been bad here, but an increase in activity is noted this week. Biz is well distributed with mo one nouse dominating the work of the continued with mo one nouse dominating the work of the continued with the week. Biz is well distributed with mo one nouse dominating the work of the continued with the continued with remark of the continued with the continued w

# **DETROIT DULL**; **'MURDER' \$4,500**

Detroit, March 8 Lousy weather not helping medi-ocre product, so general b.o. is spotty. Crowds just aren't there, so spotty. Crowds just aren't there, so there's no standout currently. Looks like leader is the Fox, with 'Sally, Irene and Mary' and stage show topped by Leah Ray. Estimates for This Week

Estimates for This Week
Adams (Balaban) (1,700; 30-40-50)
—Baroness and Butler (20th) 'trerun') plus 'Jury's Secret' (U), dual.
Former moved here from Fox; jooks
like good \$5,300. Around normal
\$4,700 last stanza for 'Chan at Monte
Carlo' (20th) and 'Change of Heart'
(20th).

Alter good \$3,000, Alcund hormal files good \$3,000, Alcund hormal \$4,700 last stanza for 'Chan at Monte Cath', (20th) and 'Change of Heart' Chex. (Indie) (5,000; 30-40-65)—"Sally, Irene' (20th) with Leah Ray heading vaude. Big letdown, at \$20,000, following several bumper sessions in a row, but okay in view of things. Topped wham \$35,000 last session on 'Baroness and Butler' (20th) and Al Pearce gang on stage, due chiefly to latter.

Madison (United Detroit) (2,000; 30-40-65)—"Slight Case of Murder' (WB). Mild \$4,500. Goldwyn Follow (1998) (1

at UA.
United Artists United Detroit)
(2,000; 30-40-65)—Yank at Oxford'
(MG) (2d week) Figures to muster
only \$4,500, poor, following mild
\$7,200 last week, Pulls out Thursday
(10) for Snow White (RKO).

#### REP AFTER KARLOFF

Hollywood, March 8.
If deal now being negotiated be-tween Republic and Boris Karloff jells, the screen boggyman will star in two chillers under producer James

in two chines.

Gleason.

First would be Mr. Harvey Hits
Broadway, with Mr. Harvey's Umbrella' as followup.

# Inside Stuff—Pictures

Further legal jockeying on part of attorneys for Warner Bros. Pictures, Inc., et al., came to nought in Atlanta when a petition to transfer the \$200,000 stift of Yivian L. Stanley, member of Georgia Prison Commission, against producers of I Am a Fugitive From a Chain Gang from Fulton superior court to U. S. district court, was denied by Superior Judge John D. Humphries: March 21 has been set as date for trial for suit, which, at one time, was transferred to Federal jurisdiction, but later remanded to

state court.

Stanley's suit, charging libel, was filed originally in November, 1934, and names, in addition to Warners, Vitaphone Corp., Vitagraph, Inc., Rialto Theatre Corp., R. B. Wilby and Earle M. Holden. Pic was shown at Georgia theatre, operated at that time by Wilby and managed by Holden, who is now mgr. of Lucas & Jenkins' Capitol theatre.

WB in Pittsburgh burned plenty last week at Harris-owned Alvin in same city at what Warner execs considered unethical booking. Day before Judy Garland opened p.a. at WB's Stanley, Alvin picked up old Metroshort Judy Garland and Deanna Durbin made several years ago and gave it top billing in newspaper ads, in some cases placing it above ho, announcement for Baroness and Butler. Warner advertising department also burned at one of the atternoon Pittsburgh dailies for using 3-col piece of art on Garland for Alvin connection with two-reeler. WB boys couldn't get it killed out, although they did succeed in having added to citt lines fact that gal was playing in person at another spot.

Columnist, making his real dough as feature writer for one of the Coast Columnist, making his real dough as feature writer for one of the Coast studios, took time out to devote a col on the inhumanity of current slash of those in the lower brackets. Studio where he worked, was credited with 1,000 layofts in last few weeks, at a saving of \$75,000 weekly. Saving, if effected by salary cuts in upper brackets, he argued, would have left all who had been fired still with their jobs. Two days after the col appeared he was let out, with studio explaining that his beneficent blast had nothing to do with his airing as he had been pencilled out the week before. Columnist, answer, is arguing that it's funny the blue slip didn't get around to him till 48 hours after his col appeared.

Court decisions on motion picture cases which in the past have failed to find their way into print will be compiled by a staff of several attorneys throughout the country under the direction of Herbert T. Silverbeig, a Los Angeles lawyer, who plans to incorporate this information into a digest service. All legal decisions, briefs, et al., handed down by censorship authorities, commissions and attorneys general will be published. Hoped that such data will prove helpful to the industry in avoiding duplication of effort through ignorance of prior cases. Six representative film attorneys have been invited by Silverberg to help form an editorial policy.

Jimmy Fidler, Procter & Gamble's sponsored film gossiper, disclosed on last Tuesday night (1) that he has become a pro-double-featurite. The reason he gave was that things were tough enough, in Hollywood without imperiling the jobs of those engaged in making class B or less picture. Fidler said that he didn't want to appear to be a calamity howler but he couldn't see anything but added misery for the picture colony if exhibs yielded to the organized efforts of various civic groups to eliminate double features.

Fact that film gangsters' headgear has been almost exclusively confined to peaked caps resulted in a recent conclave of cap manufacturers who endeavored to raise a fund of \$50,000 to break down consumer disapproved of that type of hat. Cap Promotion, Inc., a representative body of the industry, charged that their trade was 'faced with possible extinction' mainly because the public has been led to believe that only gunmen were convenient. wear caps.

Loew theatres has placed an order for 4,000,000 of the red-blue glasses required for the proper viewing of the Metro Audioscopiks. Half the number will be used in the N. Y. houses, with the remainder going to the out-of-town spots. Manufacturing costs have been cut through economy in the use of material, but it still forms a considerable item. Glasses are handed each patron and are used but once.

Take at Radio City Music Hall for the first seven weeks this year topped the gross for the same period in '37 by more than 100 grand. Figures for this year reached \$716,000, as against \$610,000 the same stretch in 1837, Five-week holdover of 'Snow White,' which did \$526,000 on its stay, mainly responsible for the upped business.

Caravel, distributors of 'Boy Meets Dog,' Bristol-Myers sponsored short, attempted to outdo regular film companies in the matter of cocktail preview (Continued on page 23)

# 'Snow White' Setting Record \$30,000 In Philly; 'Murder' Very Slight \$13,000

With avalanche of advance bally and unanimous cheers by the crisis. Snow White is doing about everything expected off it in the way of 1500.00 This will hatter the standard marks at the Stanley since demise of stage shows, although Frankenstein in 1931 exceeded gross by about \$3,000. Admish was higher at that time and there were fewer kid tickets soid. Sunday's \$5,554 on Snow White was higher at that time and there were fewer kid tickets soid. Sunday's \$5,554 on Snow White was higher at that time and there were fewer kid tickets soid. Sunday's \$5,554 on Snow White was higher at that time and there were fewer kid tickets soid. Sunday's \$5,554 on Snow White was higher at that time and there were fewer kid soid and saturated the standard state of the standard sta

# Sid Kent on Neely Proposal: Avers It Would Bankrupt the Exhibitor

Assuming a role that amounts to a semi-official spokesmen for the producer-distributors, Sid Kent in the following statement makes the first owing statement makes the hist pared attack for publication inst the Neely bill to outlaw block against the Neely bill to outday block booking. It is a challenge directly against the practicability of the Neely bill, as well as against the motives which prompted its intro-

monves which prompts and duction.

Kent released his statement to the press Monday (7). He leaves for the Coast Friday (11) with John D. Clark and Charles E. McCarthy.

## Kent Analyses the Neely Bill

By S. R. Kent, President 20th Century-Fox Film Corn.

20th Century-Fox Film Corp.

Where is the Auture selling to be done? In the exchanges I tell you. And what can be sold under this Bill? Nothing but finished product, I will add millions to the inventories of every company in the business, and instead of helping the exhibitor operating one or two theatres, against the circuits can and will maintain buyers in every exchange center out of which they are served and will have to. Their added cost will be bad enough. Non-circuit exhibitors will have to do the same thing. Does anyone think producers can afford to will have to do the same thing. Does anyone think producers can afford to wear out 300 or 400 prints shipping them out to be wear out 300 or 400 prints shipping them out to be screened before they are purchased to everyone of the thousands of accounts they serve? Certainly not. But how else is it to

thousands of accounts they serve? Certainly not. But how else is it to be done?

It has been said that this Bill is, not as drastic as the English law. In my opinion it is twice as drastic in its results. There you can hold a trade show which serves the puspose of the Act. Under this Bill the producer, to be sate, must screen each picture for every buyer. A trade showing for others will not comply with the law, as I see it, for, the exhibitor who hasn't seen the picture. He must be furnished with a synopsis. A picture might have played in a thousand theatres a. yet, under this Bill, you couldn't lease it without screening it for every account that hadn't seen it and still furnish a synopsis. No company can maintain and service its accounts at it is now doing.

Sees Nobedy Going Broke.

Where are all these exhibitors who went or are going broke under block booking? I can name all the leaders supporting this Bill and most of them have been in their organizations for over 20 years and have more theatres today than they had 20 years ago. There are major producing and exhibiting companies still in the courts for reorganization, but how many independents are in the courts or went through them during the last three or four years? This sompany, for which I speak, serves

how many independents are in the courts or went through them during the last three or four years? This company, for which I speak, serves over 10,000 accounts and I know the great and overwhelming majority we sell to prefer to buy our product as they are now buying it. This is a minority Bill, worked up by a minority with punitive purposes in mind. Back of it is the old false cryof let the community choose your product. Will any exhibitor consult the community before he buys a picture?

the community before he buys a picture?

We have the same old clique with swho want to do anything to destroy the distributor - producers, when, in my opinion, the real destruction will be in the exhibitor ranks if this Billi goes through.

There are only a certain few companies, including this one, which can survive this Bill if enacted, but there are certain other companies in my opinion, that cannot survive because they lack the finances required to double their present inventories, as they will be compelled to under its machinery.

There are thousands of independent exhibitors who can never mai

There are thousands of independent exhibitors who can never mainther present position by buying their pictures one at a time, as I say they will be forced to under this Act. You will find in a year or two that the supply of pictures, which you already complain is insufficient in number, will be much less in number than it is today. Any independent exhibitor who believes that this Bill is a triumph for the independent is writing his own bankthere is writing his writing

#### Cinecolor's \$194.463 Stock Issue Okaved

Washington, March 8.
In-and-out request of Cinecolor, Inc., tinted celluloid producing firm, for permit to peddle \$194,463 worth of stock to bolster financial condiof stock to bolster financial condi-tion and facilitate expansion was ap-proved last week by Securities & Exchange Commission. Application for registration of 129,642 shares of \$1.50 common became effective March 3.

March 3.

Through G. Brashears & Co., Cinecolor will market 104,142 shares to essued and 25,500 to be donated by slockholders for resale. Application originally was submitted months ago and then withdrawn for unstated

#### ALL ANTI-AMUS. BILLS **KAYOED IN KENTUCKY**

Frankfort, Ky., March 8.

Theatres scored a clean sweep in the Kentucky legislature during its session which closed midnight, March 1. Got favorable verdict on all bills affecting amusements.

Legalization of bank nights and defeat of odg-racing bill. Sunday-closing law and chain, theatre tax bill figured biggest victories:

Among bills affecting theatres acted on during session were: Senate Bill No. 86, Sunday closing law, killed in committee; Senate Bill No. 222, assessing 3% tax on gross proceed of bank nights and race tracks, killed in committee.

mittee.

House Bill No. 182, legalizing bank nights, etc., passed House 55-18 and Senate 24-7.

nights, etc., passed House 55-18 and. Senate 24-7.
House Bill No. 210, requiring that circuses, carnivals, etc., indoor or outdoor, must apply to circuit or county court three months in advance for permit and advertise in newspapers three consecutive weeks prior to performance. Passed.
House Bill No. 422, chain theatre tax bill, introduced six days before adjournment, set license fees up to \$3.60 per seat per annum, depending on number of theatres in chain, inside or outside Kentucky. Passed House, \$2-6. Passed Senate rules committee but held in sub-committee.

tee.
House Bill No. 245, repealing occupational tax of 20 cents per seaf
from theatres. Passed.
House Bill No. 378, legalizing and
regulating dog-racing in Kentucky

Killed.

Theatres were represented by W
K. Carpenter, representing Associated Theatre Owners of Kentucky
Works out of Columbus, O,

Morks out of Columbus, U.

La's 2% Tax

New Orleans, March 8.

A 2% general sales tax to finance social security and relief, will be among the recommendations expected to be made by Governor Richard W. Leche when the state legislature convenes in May, it was learned Saturday (3).

Enactment of the levy, which the governor estimates will bring \$7,000.000 to \$8,000,000 annually, would relase to 6 the gasoline tax now paid for social security and relief. The proposed sales tax would replace the luxury tax, which produced total revenue of \$3,53,786 in 1937.

St. Louis, March 8. Theatres and other forms of enter-tainment that collected the 1937 state sales tax of Le up to June 3, and 2c, after that date turned into the State Treasury a, total of \$303,166 accord-ing to a statement released by State Auditor Forrest Smith last week. Of Auditor Forrest Smith last week: Or this amount the film houses collected \$235,128; other shows, attractions and amusements, \$38,418, sports, \$25,776; dances, \$3,844. The total sales tax collected during the year reached \$10,871.021.

#### Bad Month for Extras

Hollywood, March 8.
February was marked by a low tide in extra placements, total hit ing 21,000, about 4,000 below monthly averag for the previous year.
Decrease would have been even greater had it not been for the heavy demands for Metro's Marie Antoinette.

#### 'Snow White's' Vox Pop

Minneapolis, March 8.

In order to throw some light on the query as to whether 'Snow White' frightens children, the Minneapolis Star assigned reporters to question youngsters from three to 12 years of age as they left Orpheum on the opening day of the picture's run here. The 'interviews' were published on the front page of the section with an eight column streamer head—swell publicity for the attraction;

It was found, according to the newspaper, that 'most Minneapolis children were not even startled at the witch,' which most reviewers have predicted would alarm them. All labeled the picture 'swell or at least ok.,' the paper said.

Names and addresses of the kiddies were given. Most of the quotes were direct.

One three-year-old was 'a little One three-year-old was 'a little wee bit frightened when the spirit came out of the mirror.' Another seven-year-old gind was 'sort of afraid of the witch. A 10-year-old boy said he'd rather have seen Tom. Mix while a four-year-old girl would rather have gone to the Shriners' circus. Still another nine-year-old lad would 'rather see a good western.'

Detroit, March 8.
For the first time in many years, a feature will be shown here simultaneously at two dirst-run spots when Show White (RKO) moves into United Detroit's Madison and United

United Detroit's Madison and United Artists theatres this Thursday (5).
Figured it will permit all who wish to see film a chance to do it in a hurry and thus not tie up houses too long and hold back other commit-ments. Spots hold about 2,000 per-sons each.

#### Repeal of Mass. Blue Laws Defeated 73-49: Jersey Laws Easing

Boston. March 8.

By a vote of 73-49, after a bitter debate in the House of Representatives, the Massachusetts legislature rejected a proposal to wipe out an old blue law in force in the Bay State for generations and permit dancing in theatres on Sundays.

The bill had two strikes on it coming into the House of Representatives insamuch as the legislative committee to which it had been referred and which had held hearings on it, recommended the rejection. Keep Sunday a holy day was another effective argument against the bill.

Fighting the battle for liberalization of the law, Rep. George Leary of Boston's West End argued that mayors and city councils have full authority to protect public from immoral presentations and are quite capable of handling such situations. He attacked the opponents of the legislation, saying they were principalization, saying they were principaling the manual propose dancing in the fresh. He emphasized that such ficker teams as Ginger Rogers and Fred Astaire appear in talking films where dancing has a prominent part and asserted that if there is anything offensive to people in this, then I am wrong.

Easton, Pa., March 8.

Easton, Pa., March 8.

Small towns on the Jersey side of
the Delaware river are relaxing in
their former strong stands against
Sunday films. A few weeks ago the
voters of Belvidere, a town of about
3,000, near Easton, voted for Sunday
niv.

Last week council of High Bridge Last week council of High Bridge, another town near here with a population of about 3,000, granted a request of the management of the High Bridge theatre that Sunday shows be permitted. There was no opposition to the request.

# Although Neely's Bill Looks Cold This Session, the Film Business Is Firing Plenty of Ammunition

Though the industry generally is holding out hope that the Neely anti-block booking bill never will come to an actual yote in present session of Congress, film leaders are not taking any chances. Nor is the Hays office. Salesmen executives. Hays office. Salesmen executives and legal lights have been in huddles about every other day now for the past two weeks mapping out campaign for combating the Neely threat.

Though independent Though independent producers might be left high and dry, by Neely proposals, should they become a national law, latest industry tack for opposing anti-block booking is to salvage weaker major companies, who might be jeopardized by the law. Stipulations of the measure make it imperative for salesmen to have finished product before any picture can be sold. Operating on such hand-to-mouth basis would force preducers to lay out all proproducers such hand-to-mouth basis would force producers to lay out all pro-duction costs before a single cent could be collected. That's the literal interpretation of the law, though larger companies conveivably could secure advance rentals from affili-ated circuits before film was entirely finished.

ated circuits before film was entirely finished.

Peculiar part about such an alignment is that the larger major companies could weather the storm. They would be able to produce a picture at a time and could afford to wait for the rentals to come in, being situated financially so that they could go ahead on the next feature. But with independent producers and several majors, who of late have been securing production money in loans when the banker is guaranteed a specific number of contracts, Neely bill lineup would halt all such loans. No advance bookings could

teed a specine number of contracts, Meely bill lineup would halt all such loans. No advance bookings could be promised financial houses that formerly advanced coin.

Even with larger picture company activities or dumping into 77B, is regarded as highly damaging to the industry as a whole. While temporarily the Neely law might aid these larger producing firms, they would not want to disturb the present alignment of companies. Some executives even admit that a large number of independent or minor producers makes for a healthy state in the business. Which is an added reason why they think the Neely measure is a stupid bit of legislation. Neely measure doubtlessly would

reason why while the Neety measure is a stupid bit of legislation. Neely measure doubtlessly would set up trade showings on each film as done presently in England. Any film that was unduly delayed in completion would be held back from exhibitors to pass on at a trade show and then arrange future bookings on it. Just what would happen to minor '8P pictures on the matter of bookings is problematical, but many believe it would reduce the number of rentals and also the ratio of return on them as compared with present intake.

#### Hays Office Denials

Sweeping denial of main points made in the report sent to the U.S. made in the report sent to the U.S. Senate by the committee on inter-state commerce on the Neely anti-block booking bill was made in a reply, filed with the Senate by the Motion Picture Producers & Distributors Association on behalf of its producing and distributing members, Reply was formulated after almost daily huddles of legal and sales representatives of major companies at the Hays office in last two weeks.

Polo' for Music Hall?

Negotiations are on between United Artists and Radio City Music Hall to Hall to Superior of Lady X, general release of which is being held pending a definite date. Polo' might be saved until Lent so over.

Negotiations are also on to shunt Sleebeng a diffinite dustry which the bill seks to regulate. Polo' might be saved until Lent so over.

Negotiations are also on to shunt Sleebeng a diffinite date. Polo' might be saved until Lent so over.

Negotiations are also on to shunt Sleebeng as the policy of the Park N. Y., pending the selting of any deals. Jecks.
Industry's reply centered on the rimary purpose of the Neely bill

slogans and catch-words used by proponents of the bill.

The report does not assert that communities have been studied to learn how motion pictures exhibited to the people resident therein are selected, reads the reply, or how the residents of the community select the motion pictures which they attend. Nor was there a disclosure of such fact at any hearing.

Reply also tenied that any obscene or vicious pictures were forced on exhibitors or that the majors even made them.

Under the tyranny of the proposed measure, the reply points out an American art industry which outstripped the competing efforts of other countries, even where Government-fostered and nurtured, is exposed to the act of the guillotine, which would decapitate all, the very smallest as well as the oldest and most important.

Not Monopolistic

#### Not Monopolistic

most important.

Not Monepolistic

Though the secondary purpose of the bill is to hit alleged monopolistic practices by halting block booking, the reply states that the practice has been found not to be monopolistic by the courts. It also points to the cancellation privileges enjoyed by exhibitors from most companies. Defends, too, the booking by blocks as economical and prerequisite for a successful theatre operation.

Language of the Neely-bill is curiously inept to members of the industry, according to the reply. It also claims that it is hard to understand how they can disregard the testimony of those leaders and spokesmen of the foremost companies of the industry who gave it as their opinion that it would inflict severe hardship and monetary losses on the industry.

As one industry spokesman point-

as their opinion that it would inflict severe hardship and monetary losses on the industry.

As one industry spokesman pointed out this week, the Neely bill was pushed through by folks who know nothing about the film business or have any stake in it. He summarized the measure by saying it did two fundamental things: (1) it abolished block booking, meaning that each picture had to be booked separately, and (2) it makes compulsory, on penalty of heavy fine and jail term, the inclusion of a complete synopsis on each picture. Latter cannot be supplied until a film is finished and finally cut for distribution.

Even such synopsis might vary from one person's interpretation of that the such synopsis wight wary from one person's interpretation of the trounds that the distributor on the finished film.

The individual booking of a feature would make little difference with larger exhibitors in or near exchange centers. But for little the stre 'operators in distant spots, it would mean he would have to travel in for each picture's trade showing or accept, the salessman's word and the finished synopsis. If the sales

in tor each picture's trade showing or accept, the salesmants word and the finished synonsis. If the sales force had to make these individual trips on each production, the smaller exhib would suffer anyway because this extense would be figured into the pictube's rental.

#### GUINN WILLIAMS' \$1,375 AWARD AGAINST METRO

Hollywood, March 8

In the first ruling of its kind by the Screen Actors Guild, Metro was ordered to pay \$1,375 to Guinn Wil-liams as salary on an overlapping freelance contract.

liams as salary on an overlapping freelance contract.

While at RKO, actor was given an overlapping contract in a Metro picture. By jockeying between studios he completed the M-G deal. Metro balked at paying and the ease went to arbitration, with unanimous decision in favor of Williams.

#### COMPTON VICE VOIGHT

COMPTON VICE VOIGHT

Walter Compton, assistant to Al
Adams, advertising-publicity, head at
the Republic ha, reached Hollywood
during the past week to assume command of publicity and advertising at
the studio, succeeding Hubert Voight,
dropped a week ago.

Before coming to New York two
years ago, Compton was with Loew'r
in Columbus, O. He stopped over
there, his home town, on the way
west.

# Hoyts Wedge Into Tasmania Seen; Deals a Blow at GUT Domination

Hobert, Tasmana, Feb. 22.

Hoyts reported ready to break into this territory before the end of March by taking owe City Hall auditoriums in Launceston and Hobert. Each house has about 3,000 'seats. Hold six-month options on both places.

years Greater Union has dom For years Greater Union has dominated this territory virtually alone. Not only does the initial deal indicate that Hoyts, is going to provide some opposition but it is understood that the circuit, through Snider-Dean, will build its own theatres later. Hoyts has a strong product lineup. Hobart has 60,900 population while Launceston has only 38 23

Sydney, Feb. 22.
Doubt looms as to whether Metro
will renew its lease on the Liberty
theatre, expiring in the next few
months. House was taken over from
Imperial Theatres, headed by Herc
McIntyre and David Martin, to enable MGM to spot ace product for
long outside of its own St.

long outside of its own St. James.

Liberty, with less than 700 seats, was taken over by Metro to introduce 'Good Earth.' Present film is 'Maytime,' now set to conclude a smashing six-month run.

Alignment which finds Metro supplying features to Greater Union plus its own St. James and Liberty lease. Just a question of the Liberty lease. Just a question of the liberty lease. Just a question of being able to supply product. Metro also has a house in Melbourne, two Brisbane and has signatured a pact for another theafre in Perth. If the Liberty lease is not, renewed the house may go back to the Imperial outflt, with Herc McIntyre probably spotting some Universal pictures in spite of the tieup with Greater Union. Incidentally, Uts 'Show Boat' holds house record of nearly one year. of nearly one year.

Lease on the Liberty, Sydney, is still in doubt, according to informa-tion at Metro's home office.

# **URGE GALE OFF SCREEN POOLS**

London, March 1.
First official move by Cinematograph Exhibitors Assn. to protest against acceptance by Arthur Gale, honorary treasurer of C.E.A., of seat on the board of Screen Pools came from Manchester section, in resolution to be submitted to full General Council of Assn. March 9. Resolution expressed strong disapproval to any C.E.A. officer taking an active part in the football pool, and re-

tion expressed strong disapproval to any CEA. officer faking an active part in the football pool, and repretted shares in the undertaking should be held by the Trade Bencoolent Fund, as this was calculated to have adverse publicity value as concerned the Fund's income.

Gale, at present in Monte Carlo, bust won't talk at this time. It is understood, his nomination for the assn. office will be opposed at annual meeting March 8, when Fred A. Prior, Nottingham, will oppose him. As affects the Benevolent Fund. Reginald Bromhead, chalirman, emphasizes that shares in Screen Pools were presented by a benefactor and on of represent any investment by the fund. It is an open secret the benefactor was Sir William Jury, one of the fund's principal backers, who made them a present of their convalescent home.

Manchester section also decided on

valescent home.

Manchester section also decided on protest to B.B.C. against broadcasting of football results in sports bulletins at 6:10 p. m., claiming thousands of pool investors stay home from early evening performances so as to check

#### FISH SHORT

Hollywood, March 8.
Cosmorama Productions, Indic outtt launched to film current events
not covered by the major newsreels,
has completed its first 1,500-foot release. The Fishing Fleet.
Briefie dispicts the controversy
now raging between American and
Japanese fishermen on Los Angeles
Terminal Island.

#### **NEW SOUND RECORDER** WEIGHS ONLY 25 LBS.

Berlin, March 1 Portable Minicore, smallest sound recording machine on the Continent, is the latest development of the German Klangfilm, which recently gave a private practical demonstration of this new invention. First machines are supposed to be ready for de-

are supposed to be ready for delivery this year.

Complete equipment neatly stowed away in a suitcase with the whole outfit weighing no more than 25 pounds, ordinary baggage weight. Extreme lightness of this time box is expected to revolutionize news-reels and sport reports, educational shorts, and expedition pictures, in fact all autdoor shooting, since sound recording on any spot is made possible by it. This will eliminate the faulty play-back technique necessitated by the unwieldy reproduction machines in use now.

Because of its diminutive proportions, the Minicord demands very little preparation and permits rapid application, an added advantage of particular importance in case of unexpected events.

# **Deeds Goes To** Town in Arabic: **Goofy Results**

By ARTHUR SETTEL

Cairo, Feb. 26.
Misr Studios have just produced a dubbed version of 'Mr. Deeds Goes to Town' (Col), which is to be the first of a series of 'Arabicizing' U. S.

It's difficult to decide whether the It's difficult to decide whether the-maiden product is a joke or some-thing prophetic. When the ad trail-iers were splashed all over fown and a mixed audience came down to the Royal Cinema to see the opener, the crowds rogared with laughter. Espe-cially were the sides of the Egyp-tian lads and lassies shaking. They though it mighty funny to see Gary Cooper and Jean Arthur jabbering in colloquial, guttural, but perfect Arabic.

Cooper and Jean Arthur jabbering in colloquial, guttural, but perfect Arabic.

One local Arabic rag said, Nothing quite so funny has ever come out of Hollywood. But in spite of the comedy, the pic is making money.

Now that the novelty has begun to wear off, the Misr people are looking around for new successes which can be rendered into Arabic-speakies. Official view here is that Mr. Decds ought of have been by the millions of illiterates here, who, while falling to understand the normal English-speaking pix of Hollywood, don't care much for the homemade dramas which are being produced in the Pyramids studios.

Sound cutting due to the retention of the sound effects of the original is crude. For instance, in the court room scenc, when Cooper appeals to his unemployed supporters, his appeal, in ringing Arabic, is heard in silence, but the instant the crowd is flashed, the roars of approval burst upon the audience as though someone had opened the door to a football stadium.

Neat discrimination was shown in certain parts of the adaptation. Cooper's poem to Jean Arthur was read in a soft voice by her as a short Arabic poem. But when it came to singing 'Swance River' and another song, the adapters wisely allowed these to remain in the original, both words and music.

Swingin' in Arabic To hear both stars speaking Arabic is sufficient.

words and music.

Swingin' in Arabie

To hear both stars speaking Arabie is, sufficient strain on local credulity. But to hear them singing Arabic music would make the product the farce of the century.

Dubbed version has special interest from the language point of view. Serious orations like those of the professor.

#### Color N.S.G. in Denmark

Copenhagen, March I.

Figured Denmark isn't ready for color films. Both 'A Star Is Born' (UA) and 'Vogues of 1938' (UA) flopped badly-here, despite splendid reviews and pienty of publicity. No one could explain the bad business, except that possibly the public didn't believe the critics.

Now the exhibs are shunning all olor picts.

# **BRITISH SLUMP BANKRUPTS** 2 **COMPANIES**

Pressure of the worst studio slump the industry has ever known has driven two more victims into the corner. For both Rock Studios, Ltd. and Soskin Productions, Ltd., the writing is on the wall, creditors of both companies meeting this week for the purpose of winding up. Hearings in High Court are set for

March 7.

Simultaneously John Henry Iles, backer of Joe Rock's production ventures, filed his petition in bankruptcy. One of Britain's premier show men, sponsor of carnivals and amusement enterprises, Iles invested heavily rebuilding and extending the Rock studios at Elstree and financed production of later pictures, including The Edge of the World, several of which were turned over to British Independent Exhibitors

to British Independent Exhibitors (distribution) Co., the recently launched franchise setup, of which Iles was for a period on the board. Joe Rock drove his stake into the business when he produced a series of comedies with Leslie Fuller, but neither these nor subsequent productions achieved outstanding success at the bo. Even Edge of the World, which drew favorable critical comment, proved more suitable, to diletante tastes than for the populations. comment, proved more suitable to diletante tastes than for the pop

trade.
Soskin Productions made modest Soskin Productions made modest British pictures at Beconsfield and later at B. & D. stages, Elstree, including several for United Artists release. Simon and Paul Soskin then conceived the vast Amalgamated Studios project at Elstree, completing the buildings which have never been put into operation.

Elstree, once the lively hub of British production, is now officially a distressed area, of the many black spots on Ministry of Labor charts indicating localities of acute unemployment. Where hundred stregularly streamed into the busy studios, the only line now to be seen; see the production is exemplified more vividity in setting up of a soup kitchen for the hungry children of the workless technicians.

Three studios idle, one no more than the faint charred relies of the B. ED fire, and the Associated British plant, ine stages in capacity, with one picture at work—that is Elstree today. In Parliament and throughout the picture industry the Films Bill continues to be tossed back and forth; at Elstree the manpower sits, and rots.

form or another, is in 'colloquial' speech of Egypt. Point being that spoken Arabic differs from city to city, country to country, written being standardized. This may tend to limit the plc' sales in places like Palestine and Iraq.

Translators had a tough little job when they had to render the American jokes into Arabic and it was swell to hear the jokes go over—almost gave the writer nostalgia. Continuous use of 'O.K., 'au revoir and 'bon, soir' in dialogue sounded off-key. Use of the Arabic 'Na'am, Ya Sidi' (meaning 'Aye, My Dear Chap') in place of the normal wordage, was oke.

est from the language point of view.

Scrious orations like those of the prosessor the courtroom scene concerning subnormals, abnormals, etc.

verg given in the so-called classical
Arabic, which is used in the rags
by the viscacres and the intelligentis Gairy Cooper's final reply, however, in which he points out everyone's habit of 'doodling' in some lish as well as her Arabic.

# Infantile Paralysis Raps Aussie; **World Pic Biz Otherwise Strong**

#### LONDON EXHIB GROUPS IN FILM EXPOSE ROW

London, March 1.

Rumpus is going on among mem bers of the Cinematograph Exhibitors' Assn. on account of how-theydone-it trailers for spectacle pictures. Official representations are to be made to American producers. asking 'em to stop sending the trail-

asking 'em to stop sending the trailers over. Squawk was precipitated by the United Artists short revealing secrets of storm effects of 'The Hurricane.' Metro was also criticized for similar advance tags for 'Good Earth' and Mutiny on the Bounty.' Jack Prendergast, chairman of the Leeds section C.E.A. declared Americans did not understand the psychology of the English, who regarded mystery as part of the art of the theatre and hated being disillusioned. Harry Hopkins, veteran exhib. declared his experience was how-they-done-its were not popular with audiences and were invariably a floppo.

# Pix Disinterest In British Trade **Treaty Shown**

Washington, March 8. Formal disinterest in British trade treaty hearings was shown this week by the film industry, despite hint that the United States may consider lowering present inconsequential tariffs on foreign-made pix.

With the deadline for filing briefs and asking chance to present oral views past, no filmite is scheduled to orate during the anticipated two-week hearings at which U. S. pro-

week hearings at which U. S. producers and importers will argue for and against concessions on both sides. Gahfest starts Monday (14) with host of trade groups slated to beef about any duty reductions. American pic interests, through Hays organization officers, have been lobbying for weeks to get Rosevelt administration to make some representations against the stringers British restrictions when the negotiations begin, Understood Holly wood attitude has been fully expressed through Will Hays, Charles Pettijohn, Fred Herron and other association emissaries.

#### MAXWELL MAY SELL 15 SMALLIE THEATRES

London, March 1:
Negotiations are practically completed between John Maxwell, head of Associated British Picture Corp., to dispose of around 15 smallies, located in the Midlands and Lancashire districts. Buyers are D. Freedman and Jack Covell, local men who were formerly films salesmen for major American companies; and now own between them around 12 houses in the same locality. Most of the Maxwell houses are part of the old Regent Circuit, which Maxwell formed some years ago, comprising several second-graders, and were once operated by Ralph Bromhead. Maxwell's idea of sale is to get rid of all his secondary houses, improving the tone of his circuit. Deal, which comprises leases on a rental basis, involves around \$200,000, with several Lancashire business men behind the venture.

Sydney, Feb. 22.

paralysis outbreak is Infantile spreading throughout New South Wales and theatre men are becoming more anxious. Parents have been advised to keep children away from crowds, including theatre matiness. No action has been taken to close theatres to the children and it is regarded doubtful whether the health authorities will enforce any such measure. Governmental officials stated during the weck that the outbreak was under control.

In Victoria, South Australia, Queensland and Tasmania showmen have been hard hit because of the top, securing, according to leaders of more anxious. Parents have been ad-

have been hard hit because of the ip, scourge, according to leaders of the pic industry. One big chain operator admitted that if New South Wales is hit as hard, as the other states with the ip, the loss weekly would reach enormous heights.

Press has generally been handling the current situation carefully. In Victoria the newspapers played up the epidemic to a great extent and created a panic that hurt theatre operators throughout the state. Later, however, a more modified coverage was instituted, and one or two papers, offered to assist showmen by reducing advertising rates, Couple of distribs agreed to cut-rentals to assist the showmen who were very hard the showmen who were very hard hit through b.o. failure.

hit through bo. failure.
Infantile paralysis scare is hurting
mat biz. 'Ali Baba' (20th) folds
after good run, but 'Parnell' (M-G)
went into a floppo and will be replaced by 'Firefly' (MG). 'Awful
Truth' (Col) is highlight in biz and Truth' (Col) is highlight in biz and set for about six weeks. Par hit low with "The Barrier," but may catch trade with 'Ebb Tide.' 'Zola' (WB) is a cinch on smash trade and will stick. Maytime'. (M-G) folds after excellent spin next week, and 'Night Must Fall' (M-G) also boys out after a record run. 'Damsel.' Distress' (BKO) is observed and content was a content of the content o Fall' (M-C) also bows out after a record run. 'Damsel Distress' (RKO) is okay on moderate gross, and 'Wife, Doctor, Nurse' (20th) quits this week after so-so spell. Victoria the Great' (RKO) may do well, but doubtful just now. Weekly trade is fair with 'Bulldog Drumond' (Par), and 'Two Wise Maids' (AD). New ones listed include 'Dead End' (IA), 'Lovers and Luggers' (AD), and 'Jericho' (AD). In legit, Ballatlaka, is still doing well, and vaude-revue keeps up okay for Tivoli.

Melbourne, Feb. 22.
Fine lineup here should bring plenty to the bo. List shows Prisoner of Zenda (UA), a smash his, with Maytime (M-G) likewise. Revival of 'On Our Selection' (AD) set for big biz, and Wings of the Morning' (GB) swings easily into its eighth week. Rest include Barrier' (Par). Plaradise for Two 'UA), and 'You Can't Have Everything' (20th). Legit has 'Okay for Sound, and vaude-revue is tops for Tivoli.

Auckland, N. Z., Feb. 22.

Public here and Wellington, Christchurch and Dunedin continue. The control of Yankee product and bix is holding up well throughout the Dominion. Current list shows 'Stella Dallas' (UA), Emile Zola' (WB), 'Artists, and Models' (Par), 'They Cave Him a Gun' (MC), 'Hurricane' (UA), 'Maytime' (MG), 'Ali Baba' (20th), 'Souls at Sea' (Par), 'Action for Slander' (UA), 'Prisoner of Zenda' (UA), 'Stage Door' (RKO), 'Thin Ice' (20th), with British having 'Victoria the Great' (RKO). It's a grand lineup and spelling heavy biz. Williamson-Tail is touring 'Over She Gees' with George Gee, and Fay Compton in a series of British plays.

several second-graders, and were once operated by Ralph Bromhead. Maxwell's idea of sale is to get i'd of all his secondary houses, improving the ione of his circuit. Dealy which comprises leases on a rental basis, involves around \$200,000, with Several Lancashire business method him. Carnet: du bal' (The Dancing-Card'), booked for a third solid week in Metropole Palace. Tuschinski, Amsterdam, starts this week with Road Back (U). Garbo's Marie Walewska: (\*Conquest') (M-G) is going great as well as in Amster, er al' manager in Orient who died last November, will be given a government memorial foundation by Japan, First American to be so honored.

Memorial is for work done during many years service in East.

# DIALOG BEHIND THE 8-BALL

# Defeat of Mex Anti-Import Bill | DUBBING, TITLES | Dominion Pic Ban Burns Aussies; Promises Break for U. S. Film Biz

Mexico City, March 8, Better attitude toward the pictur

Mexico City, March 8.

Better attitude toward the picture business in this country is seen in the overwhelming defeat of the radical bill presented by the National Cinematographic Workers union in the Mexican senate. Whether it is only a temporary halt to the complete domination previously exercised by the union group is uncertain, but it at least is regarded healthy sign.

Proposed bill would have either entirely banned all foreign-made films imposed such heavy restrictions that exhibitors in Mexico would have had to depend almost entirely on domestic productions. Union, argument was that such a law would have stainlated home production, but did not indicate what Mexican theatres would use for shows until local producers speeded up their schedules.

Senators asserted that such a clamp on foreign imports would prove well-nigh disastrous for the industry as a whole and would tost thousands of Mexicans out of work. Legislators plainly informed union. leaders that Mexico must have foreign pictures, especially U. S. productions, because the local productions because the local productions, because the local productions, because the local productions of the sentiment among local representatives of American distributing firms is that additional labor trouble, demands for higher salaries and increased taxes may force them to curb operations in this country, Labor has been almost a constant headache to Americans and others in the business peroduct, which makes their business prosper, comes from the U. S.

#### HUTCHINSON TO N. Y .: PIC EXECS ON MOVE

With the arrival of W. J. Hutchinson, 20th-Fox foreign sales, chief, in New York this week, there will be a realignment of movements by major film company sales heads throughout the world. Arthur M. Loew, Metro's foreign sales manager, is due in Hongkong today (Wednesday). He remains there until March 14 taking in Australia on his homeward trek. Due Sydney early in April and back in the U. S. late in May.

John W. Hicks, Jr., Paramount foreign. head, sailed from Panama March 4 with his next scheduled stop in Peru. He plans to visit most South American key spots before returning via Europe, Joseph H. Seidelman, Universal's foreign chief, still is in Europe. With the arrival of W. J. Hutch

#### 2 New Budapest Indies

Budapest, Feb. 26.

Budapest, Feb. 26.
Two Budapest studios, Hunnia and Filmiroda. to open their own theatres next season, adding two new de luxe first-run cinemas to those now running. One of them probably-will be on the transformed New York restaurant's premises, few years ago Budapest's smartest eating place; now on the decline.

Home Office grants the new licenses to liberate local film production from the grip, of Istvan Gero, who exercises a sort of dictatorship over it because he controls the programs of 13 important Budapest theatres. With two new large first-run houses in the hands of the studio managements, several theatres of the Gero chain will have to be turned into second-run houses and Gero's influence on producers' be lessened. This may do some good towards. Talsing general standards of Hungarian pictures and making them less uniform. garian pictures and making them less uniform.

## Norse Nix on 'Shanghai'

'Daughter of Shanghai' has been banned in Sweden, Norway and Finland, according to word received by Patramount. No specific reason given aside from explanation 'these countries always ban films of this type.' Feature shows smuggling of Chinese into U. S., action presumably being based on that angle.

Picture apparently has been approved for Denmark,

# **British Exhibs** Look to H'wood For Better Biz

London, March 8. Cinematograph Exhibitors Assincontinues to pin its faith on American producers to assist U. K. theatres to climb out of the present sump. Annual report, which went to meeting this week, ignores all quota matters and admits looking hopefully to U. S. picture-makers for better product. Yearly survey points to. dip in the quality of films supplied in the past 12 monts (British exhibitors get American pictures for general release about six months after U. S. release). Suggested in the report that the boxoffice of Great Britain fluctuates in relation to the calibre of productions. coming from America. Patronage in 1937 did not increase at the same rate as in 1936, readsreport, possibly because of one of those passing phases, when Hollywood, our chief supplier, failed to produce in necessary quantities the produce in necessary quantities the produce in necessary quantities the humber of pictures possessing outstanding appeal. Pictures, like wine, have their vintage years. Hollywood at the moment is taking stock of the situation, and the outstanding ability of its producers may be fidently relied on to supply us with the pictures that will attract patronage in far greater numbers than we ever have known.

Association states that industry employment is at a peak now and at such point endangers the exhibitor portion of the business. Inkling of urge to seek lower rentals also contained in the forecast, Association also looks for British production to come back a sounder basis, the report indicating that British production was forming a "useful addition" to our supplies before the slump.

Only guarded satisfaction is pressed in the enrollment of 228 new theatres during the year. C. E. A. membership is now 4,333. London leads with 32 theatres. Birmingham is second with 29 and Scotland has to the production was forming a "useful addition" to our supplies before the slump.

#### **AUSSIE INDIE EXHIBS** SEEK DISTRIB ACCORD

# TOO EXPENSIVE

Hollywood Economy Wave and Quota Laws Hitting Foreign Markets, Forcing Studios to Clip the Wordage—Action, Spec and Minimum-Talk Films Always Outgross Verbose Yarns — Different Problems in Different Coun-

#### NATIONALISTIC ANGLES

With the foreign market slipping because of quota laws, restrictions and certain bans, foreign department executives are striving to sway Coas producers away from heavily dialog productions if only as a matter of sheer economics. Foreign boys in film companies know from actual figures that so-called action, spectacle and minimum-chatter features readily out-gross verbose vehicles. And the matter of saving money currently is an added factor.

And the matter of saving money currently is an added factor.

U. S. distributors run into difficulties in every country excepting Engish-speaking ones when they are handed a wordy production for distributing in the world mart. Dubbing is done only when the particular nation provides sufficiently large income to justify this cost. In others, it is a matter of super-imposing titles. Prolixity of dialog simply runs up costs for dubbing films.

With revenue abroad admittedly rimmed and promising to be reduced further, weak boxoffice on numerous talky productions makes long-winded features all the more irksome to foreign language officials. They are continuing to preach the logic of keeping the number of overly-dialoged films down to a minimum.

With trouble in translating Americanese into a different tongue and making separate titling versions for one country alone, costs multiply when there is a surplusage of words. Three languages are spoken in Switzerland, calling for three separate title tracks. French and Flemish is spoken in Belgium and there as assinilar combinations in several other nations.

With Spanish-speaking countries

similar combinations in several other nations.

With Spanish-speaking countries demanding every bit of dialog reproduced in titles, American companies have to slash the number of titles in Swedish and Dutch lands because there they want only the most vita screen palaver. Long-winded film might take 1,200 titles for Latin-American jations and a fourth as many in the other two, Means added editing for various diosyncracies. Titling for color films hikes costs further.

Titling for color films hikes costs further.

Another headache for distributors to foreign lands has been the 'wild track', pipearing pictures using much talk by an off-screen narrator, It's an expensive job to fit out titles to match the narration, which is done nations having extensive business. If neither is done, the picture's dialog is so much gibberish. Tendency, of trailer people to use a narrator, instead of titles or usual scene dialog from film, also neens that either titles or a new language narrator must be used for foreign distributors.

Sydney, March 8.

Giant gathering of independent exhibitors from every section of Australi is scheduled for the near future under William Harrop, of the Motion Pictur Distributors.

Ontab is to deal with conditional generally, but particularly to reach a better understanding with distributors.

One idea to be taken up will be a virtual checking of pictures as done in U. S. and other countries. Distributors would place a responsible official in theather to check box office receipts when ther: doubt as to b. o, returns.

# Hope for 3-for-1 in Quota Law

#### RCA's Orator

Washington, March 8.
Only person even remotely connected with pictures due spout before the committee studying trade pact with Great Britain is spokesman for equipment people. List of scheduled witnesses this week contained only name of F. H. Corregan, representing RCA and concerned about any changes in duty on sound-fill apparatus, radio equipment and phonographs. graphs.

He will orate Thursday (18).

# Distribs Watch Austria's Nazi **Developments**

Foreign language distributors and U. S. film company foreign departments are sitting tight with their fingers crossed on the Austrian situation. Both groups are noncommittal pending developments Vienna

They want to see just how far the Nazi influence is going to spread and whether Chancellor Schuschnigg is

whether Chancellor Schuschnigg is to be the dominant figure in Austria or if his country is to be controlled by the Nazis.

If present independent Austrian film producers, many of them refugees from Germany, are ousted, bulk of foreign-made picture distributors here probably will cease handling Austrian-made pictures. However, present commitments doubtlessly will be carried through and any already finished films handled until their operations. Austria are halted.

their operations Austria are halted.

U. S. distributors will continue in Austri under any circumstances. They are hopeful that present operations will be unimpaired by Nazi restrictions, under which the few majors now operate in Germany.

#### **NEW ZEALAND CENSORS** NIXED 5 PICTS IN '37

Auckland, N. Z., Feb. 23.

Auckland, N. Z., Feb. 23.

Summary of: film censorship in New Zealand last year showed that only five films were rejected and the one 'U. S. production turned down was a non-quota picture,
Four British pictures rejected of the total of five were quota vehicles. Department of Internal Affairs, which handles the censorship survey for the year; showed rejections slipping from 11 to 5 as compared with the preceding year, while the number of pictures requiring amendment slumped from 91 to 38.

U. S. leads, all foreign countries on quota films with 338, while second, best Great Britain, contributed only 90. Others furnishing quota films in New Zealand. 1937 were Australia, 6. New Zealand, 2, and France, 1.

#### AFIFA's 8% Divvy

AFIFA's 8% Divvy

Berlin, Feb. 27.

Just as 1936, the AFIFA (Association for Film Fabric), which is affiliated with the UFA has decided to pay out, a dividend of 8°. Last year's gross income amounted to approximately \$1,200,000. After deductions for operating expenses and provisions for the reserve fund a sum of \$12,000 remains, which was voted to go toward dividend distribution.

Director Paul Lehmann, having shifted over to the Tobis, has withdrawn from the AFIFA board and is replaced by Max Witt.

Sydney, March 8.

Australian picture business is bitter over the present attempt to shove through a Dominion quota picture ban in the new British quota law. Genuinely serious about making the New South Wales quota statute stand tip, they make no bones about the threat to their plans contained in the Dominion ban amendment, currently in England's quota law is it goes before the House of Eords. Squawks are growing fouder from local producers because they know how it will keep many Australian quota films out of the British market. Added pressure being brought by powerful commercial men interested in the film business' on the federal government to use its influence upon Great Britain's political leaders.

As the N. South Wales quota now.

ested in the nim ousiness on the federal government to use its influence upon Great Britain's political leaders.

As the N. South Wales quota now is interpreted, U. S. distributors taking an Australian-made film for quota credit would have been able to secure an additional Australian quota film credit if the Aussie production was taken. for distribution in the world market. American company would guarantee a conservative rental on it in the world market. Such setup naturally interested U. S. companies, especially if Great Britain had permitted such Australian-made production to count as an English quota film. Present amendment in England's law would not allow this. Hence, the urge to have the British quota measure changed. Seems little question but that the N. South Wales quota is a must for Americans. That applies to exhibitors, who under the law have a 12½ % rejection right. Setup behind the present quota law is purported to have the backing of three or more powerful leaders who also own newspaper chains. Some intimate that hey must justify expenditure in local studios by showing some worthwhile production. Consequently, reports of at least one distributor attempting to make contracts for only four or five pictures in an effort to duck the 12½ % rejection are disquicting and have brought statements that any attempt do duck the law will be vigorously dealt with. Small picture deal is reported to have been attempted in an effort to eliminate any rejections, hibitor being told that no high rejection would be permitted on a pact covering so few pictures.

Distributors here do not consider the rejection clause in the quota out of line with what is germitted to exhibitors in offered Britain

hibitors in other countries.

London, March 8.

Though exhibitors in Great Britain are opposed to the triple quota plan three picture credits for every feature with \$150,000 labor costs, American distributors are hopeful that this amendment, tossed out by the House of Commons, will be inserted into the quota before the measure leaves the House of London, Exhibs dislike this proposition especially in view of the unexpected hite in exhibitor quota schedules.

Representatives of distributors contend that the triple quota idea will go for towards bostsering production in England and elevating the quality and perfection of features, it will also tend to make American (Continued on page 59).

#### Arthur Field West

Arthur Field, home office repre-sentative for Loc Paris, went-to Hollywood last week for a visit and business inspection tour of stu-dios after being. In New York som-time

Field has charge of synchroniza-tion on features going through the Paris office for distribution abroad.

#### Banks Shoves Off

Hollywood, March 8.
Monte Banks, 20th Fox London
poducer-director, leaves here, tomorrow (Wed.) for New York, froi
where he will sail for home.
Banks will, resume production, immediately after reaching England.

Rebecca of Sunnybrook
Farm

(WITH SONGS)

(W

Scott and engagingly played by his quintet.
Large company of name players has been assembled. Randolph Scott and Jack Haley try to get some excitement and suspense into the search for Shirely Slim Summerville and the search for the definition of sulking sweethearts. Gloria Shuart hasn't much to do, and Phyllis Brooks play a jealous soprano with little conviction, William Demarest and Ruth Gillette are teamed in broad comedy roise, and Franklin Pangborn does an amusing bit as a frightnend radio organist. Allam Dwan's direction is nothing to brig about. You can forget the rest and watch Shirtley. She's excellent.

#### Hollywood Roundup

Columbia production and release. Stars
uckt Jones; Icatures Helen Tweivetrees,
rant Withers, Shemn Howard. Directel
y. Ewing Scott. Screenijas by Joseph
Orman and Morros Shall; cimmon. Allen
Thompson. At Central, So.
Tarch 4, 28, Funning tim, 62 mins. Kennedy Buck Jo Stevens Helen Twelvet t Drexel Grant Will ickle Stevens.
enry Westcott,
reddle Fostererry King.
ouls Lawson.
ari Dunning.

In deviating from the standard theme of westerns, this Buck Jones starter simply becomes something, else-another peek behind the scenes of Hollywood picture-making just about loses idea.

of Hollywood picture-making. It just about loses identity as any brand of outs opera. To be questioned, therefore, is likelihood of pleasing the steady elimited of cactus-country colludid-lovers who want to believe in the square of the plains. The believe in the square of the plains of the plain of the

That he largely succeeds is much to his credit.

Direction is above-average for films of the sort and production sugrests that the budget was expanded. Camera, very good.

Bert.

#### PRISON NURSE

Republic Pictures release of Herman Schlom production. Directed by James Marth. Street play Earl Felton, Sidney Marth. Street play Earl Felton, Sidney Salkow; original story, Adels S. Buffington; from novel by Lonis Berri, M. Directon; from the first play the following the first play the following the first play to the first play the

Dale	Henry Wilcoxon
Dudy	Marlan Marsh
Pepper Clanev	Bernadene Hayes
Gaffney	Ben Welden
Jacknot	Ray Mayer
Mousle	John Arledge
Warden Benson	Addison Richards
Dr. Hartman	Frank Reicher
Sutherland	Minerva Urecal
Parker	Selmer Jackson
	Fred Kohler, Jr.
Deputy	Norman Willia

Miller. Fred Kohler. Jr. Bepublic Pictures has taken a good cast, given the directoral assignment to Jam's. Cruze and thus turned out one of its better duals in Prison Nurse.

Henry Wilcoxon and Marian Marsh are the starrers who, with the expert directorship of Cruze, turn this thirdrate story into one of more creditated to the control of a sociological background to the plot, but that's quickly lost as the story goes on. Deals with white-garbed lassies who answer the needy's call whatever the circumstances. So, at it of any story the control of a sociological background to the plot, but that's quickly lost as the story goes on. Deals with white-garbed lassies who answer the needy's call whatever the circumstances. So, at it of any story the control of the control of the control of the control of the course of the control of the cause of typhoid and a subseniculating Wilcoxon's enlistment to the cause of typhoid and a subseniculating wilcoxon's enlistment to the cause of typhoid and a subseniculating wilcoxon's enlistment to the cause of typhoid and a subseniculating wilcoxon's enlistment to the surface for the usual ending.

Bernadene Hayes, Ben Welden, John Arledge and Addison Richards lend creditable supporting performances.

#### Little Miss Roughneck

Columbia production and release. Fea-hires Edith, Fellows and Leo Garillo. Directed by Aubrey Scotto Screenhay. Fred Nible, Jr., Grace Neville, Michael L. Simmons; camera, Benjamin Klime; editor. James Sweeney; sound, George Cooper. At Kiva, Lincola, dual. Running time, 36 Julia.

Rosine Laitne	Edith Fellows
Pascual	
Partridge	Scott Colton
Mary	Jacqueline Wells.
Gert	Margaret Irving
Merceles	Inez Palange
Edwards	George McKay
Crowley	
DeWilde	Frank C. Wilson
Larkin	John Gallaudet
Von Hemmer	
Yerkes.	Willer Man Miller
Sheriff	Al Bridge
Corr.	Wnde Boteler
Dorn	Guy Loher

midway.

Margaret Irving is the typical stage mother—with Edith, a singing kid as one daughter, and Jacqueline appeal and if exploited in proper

#### Miniature Reviews

Rehecca of Sunnybrook Farm' (20th). Shirley Temple at her best in a weak story, indifferently dinected and acted.
Hollywood Roundup' (Coll). Buck Jones starred deviates from standard western formula and may disappoint followers. "Condemned Women' (RKO). Prison melodrama about convict. women. Indelicate stuff and

women. Indelicate stuff and doubtful b.o. For the duals.

Birth of a Baby (Spee). Highly interesting, educational subject which has good ploitation possibilities.

Wells, strictly non-professional minded, as the other. Scott Colton, a talent scout, is grabbed by the mother and on the strength of Jacqueline's soft brown eyes. He becomes the kids agent. Booted by every studio because of the hard brained mother, the kid. finally figures up kidnap hoax for publicity. Papers take, she becomes headling grabber No. Land prestolands a 7-year contract. Every turn is guessed frames a ahead of its happening.

is guessed frames ahead of its hap-pening.

Only settled performance in the group outside of Carrillo, is by Jac-queline Wells. All others tend to overplay, although Margaret Irving's pea-sized mind called for by the character lets her get away with it. Sequence where Edith is thrown in with Carrillo's Mex family, which includes Inez Palange and four kids, finds her coming off second best all the time. One kid in the group, un-billed, is a cute one and takes hon-ors every time he ventures a word or deed.

deed.

Film is just a programmer, even missing the action bracket. For the duals and the lame side.

Barn.

Who Killed Gail Preston.

(WITH SONG)

Columbia, production and release. Peatures Don Terry, Ritta Hayworth, Wa
Cahoon, Robert Paige. Directed by Leon
Burcha. Screenplay, Robert E. Kent and.
Burcha. At Kiva, Lincoin, dual. Running time, 60 mins.
Kellose. Don Terry
Graynor. Hobert Paige
Ann. Wyn Cahoon
Connolly. Gene Morgan
Daniels. Mary Lawrent
Waverly. John Gallaudet
Fallon. John Spacey
Mike. Eddie Feiturssch
Mildred Gover
Maid. Mildred Gover

Hour-long whodunit which will fit into most action houses and be No. I feature in many. It's the kind to spot along with a western, which will give the gallop-pace fans a change of theme and round off the bill. Have to find solace in the duals, no matter where played, since it is not too virile.

no. matter where played, since it is not too virile.

Camera makes the most of voluptuous Rita Hayworth for about a third of the running time, although she fails to get a sympathetic minute. Gowning is strictly in line with showing her off to advantage. Bulk of the entire film goes to the puzzle to called in whether try, police inspector to the inght club floor.

Miss Hayworth's best moments are in her song selling, but the song isn't entire the selling that the selling that the selling is a crystal ball. Romance is settled on Robert Paige and Wyn Cahoon, but with all eyes concentrated solving the murder before the hour is up, they play.

Rita Hayworth is a name torcher

net little time for hand-patting by play, it is a name torcher, who seems to have eight or ten my poople in the film under her thimby poople in the film under her thimby for favors or because of what she knows. Blasted in the midst of her number. Terry is called in. First suspect kills himself, but a new angle opens up which eventually leads to Gallaudet, who 'couldn't stand to have her love someone else.'

Dwight Frye (unbilled) is the first suspect and he makes his exit by jumping off a four-story roof. Dick Curlis, another Columbia action standby, is speechless and unbilled Curlis, another Columbia action standby, is speechless and unbilled Selling some of the saworth culouts. Has a moderate chance.

#### Ballad of Cossack Golota (RUSSIAN MADE)

" will thin it have of 903 fix	dethim, Directed
by Igor Savehenko. St.	orv. A Colder
camera. 'Pogelman; mi	and the state of t
The state of the s	DATE. S. POTO: BKI.
At Cameo, N. Y., week F	eb. 20. 35. Run-
ning time; \$3	
Mousle	STREET, SALES
Signate	viila Seleznev
Commissor	Nassonov
Grandfather	V Colonov
Zhiman .	Toris Charles
	Truis Shekumian
Sashko	Kostla Tirtov
(loloven	A Crookbany
Atamun Kozolub.	engel, tel among
Stommin Kozotub.	N. Storostin
Ataman Levka	
Vaselly	A Zhntveu
Pollab Officer	V Managinabile
's minum' and the parties of the con-	To be somether with
and the second second	, 中国 化邻亚 医多氯化合

fashion should fare better than its more propagandized. predecessors. Has a sort of cops and rubbers sentimental theme about two kids serving the State. However, contains enough of the soap-boxing to get by with flash of the soap-boxing to get by with the soap-boxing to get by with the soap-boxing to get by with the soap the

# West of Rainbow's End

Monogram release of Concret Froduction.
Stars Tim McCoy, features Xullien Ellot,
Market Marke

im	Coy
oan Kuthleen F	JOIL
ohnson	rail
dFrank La	Rue
Elmen	າກຮ
fra Corter Mary C	'arr
nel Carter Ed Co	xon
Janny George Coc	pper
peck	man
ostmasterJimmy Aut	rey
Ostmaster	

First screen appaerance since Tim McCoy covered the country last summer as the after-show (concert) attraction with Ringling Bross, Barstra with Ringling Bross, Barstra with West of Rainbow's End' lends itself to good grosses in the towns touched by the tour last year. As the westerns go, it's not badmuch better than the brand turned out by Ken Maynard, the Cole Bross. Circus cowboy after his one night standing under tent.

Pace almost hecomes too slow con-

standing under tent.

Pace almost becomes too slow occasionally, but it's hard to get too tiresom for the action fan when the continuous contin

younger crowd.

Femme dressiness is supplied by Kathleen Ellot, who is much more attractive than the general selection in western heroines. Besides being a looker, she's fairly natural and at ease. Mary Carr, old timer, and George Coper, once a favorite funny man with the casters, both pretty man.

ny man with the casters.

Story has McCoy coming out of retrement as a railroad dick to trackdown some did compared to the
down some that compared to the
down some that compared to the
down some that compared to the
down some that
made the quathors
allow, his pal to go down before the
offside gunotters, too. McCoy does a
general smokeout and takes the
pretty maid from behind her restaurant counter for a walkup to the
1-D.

j.p. Oke for its kind. Barn.

#### LA MORT DU CYGNE ('The Dying Swan')

(FRENCH MADE)

CRENCH MADE)

Onso release of Jean Benoit Levy produces

Onso release of Jean Benoit Levy produces

Onso release of Jean Benoit Levy produces

Benoit Levy Survey that Directed by Bean

Benoit Levy Survey that Directed by Bean

Ge Sayler: Oncography, Nerge, Lifar;

camera, Burel and Tyulet, At Cine Opera,

Parles, Running time, 55 mins.

Parls Running time, 85 mins.

Cast: Yette Chairlyir, Mia Slavenska,
Janine Charrat, Mady herr, Famer Ellys,
Jenn Perler, Rolla Na.

Jacqueline Quirelle, Michelme Bradd,
Glaude Naud, Florence Inuchaire, Plerre
Duprez, Pernet, Maurice Bacquet,

Oupres, Fernet, Maurice Bacquete.

(In French)

American highbrows with an artistic sense will go overboard for La Mort Du Cygne, 'dealing not only with a favorite art among the intellectuals, ballet, but delving into the subject of child psychology. It exploits the bo. behind the ballet seenes, and will probably, prompt seen to be a compared to the second of the compared to the

#### CONDEMNED WOMEN

RNO release of Robert F. Sick produc-tion. Features Sally Ellers, Louis Hay-ward, Anne Shirley, Directed by Lew Landers, Screeniley snl. Story, Lioust Louser; callent, Nicholas Misuraca, Pra-lewed in Projection Room, N. V., March 4, 28, Running, time, 47, mins,

This is a melo about convict women who murder one another, in a battle for freedom. Cold, stark and with nary a trace of softness, the picture is of the doubtful said. Perhaps the studio got all there was out of the kind of story that this is. The settings are not colorful, and among them there isn't a residential background or street scene.

background or street scene.

Sally Eilers is the girl wronged by the law. She plays her part well, Anne Shirley shoulders the blame for a crime she didn't commit, in complete the law of the commit, in complete the law of the law of

creatures. Cast is wholly feminine, except for two male principals, the warden and the medico.

In the story, Miss Eliers achieves spiritual redemption through the medico's love. Lad is the prison psychologist. They have trysts in the furnace room of the prison. It's the usual prison drama, except that the hardened criminals are all women instead of men. Maybe that a new twist, but it's not very palatable entertainment.

Lee Patrick, is the tough Big Andersized. The costimes the looks wear are not attractive, but tough as they are they manage to show well-waved tresses throughout. One or two sequences just happen from nowhere, but that doesn't alter the harsh pace of the story. In the courtroom scene, where the medico turns lawyer in order to save his sweetheart from a stiff sentence for having broken jail, the lad brings, and the story of the sentence of the story. In the system of the story, in the fourtroom scene, where the medico turns lawyer in order to save his sweetheart from a stiff sentence for having broken jail, the lad brings, not so that the sentence of the story. In that jailbreak, several women are shot by their own breed, but the girls get off lightly. The judge is a softle and the medico makes a stirring lawyer.

The girl and boy clinch, presumably as the prelim to romantic wait when they shall conclude their romance freely, after the girl exits the story.

#### The Birth of a Baby

Special Pictures release of Jack Skirholl production. Features Eleanor King, Richard Goffon, Ruth Matteson, Josephine Dunn and William Post, Jr. Directed by A. S. Christe. Scenario, Burke. Symon and Arthur Jarrett, film editor, Sam Citavived in Projection Room, N. M. March Viewed in Projection Room, N. M. March J. S. Running time, 72 mins. Eleanor King Mary Burgests.

mary Burgess	Eleanor King
Dr. Wilson	Richard Gordon
Julia Norton	Huth Matteson
Mrs. Bromlev	Josephine Lunn
John Burgess	William Post. Jr.
Mrs. Perry	Frederica Going
Mrs. Burgess.,	Helen Hnwley
Mrs. Wilson	Kuthleen Comelyve
Mr. Case	Robert Oher
Mrs. Case	Edith Gresham
Mr. Perry	Walter Clibert
	wanter dilbert

Sociologically and medically of great value. The Birth of Baby's has commercial merit at Althorhing the commercial merit at Althorhing except under restricted auspices, such as to medical schools hospital organizations, maternity, welfare out-fits and the like, might be stymicd, by censorship boards or others. But its circulation among parents or prospective parents is promising for the simple reason that it is enlightening and would likely pave the way to better bables, less maternity falalities, etc.

simple reason that it is enlightening and would likely pave the way to better bables, less maternity falalimater bables,

**OPENING DAY RECORDS!** 

**WEEK-END RECORDS!** 

# **4 YEAR RECORDS!**

# 11 YEAR RECORDS!

# ALL-TIME RECORDS!

are tumbling as theatre operators write this advertisement for David O. Selznick's greatest hit!

OF COURSE YOU KNOW IT'S . . .

NEW LONDON . . . . Garde Theatre—Hits top mark for opening day and first week-end, as Warner Brothers theatre official I. J. Hoffman extends playing time.

BINGHAMTON . . . . Riviera Theatre — Thousands jam theatre as each succeeding day tops the previous one.

ATLANTA . . . . . . Manager Eddie Pentecost of Loew's Grand; wires: "Sidewalk in front of theatre blocked with waiting line." Sunday, the third day of the run, topped all previous Sundays.

NORWALK . . . . Palace Theatre – Biggest first two days of any Selznick hit; tops STAR IS BORN, and PRISONER OF ZENDA.

SCRANTON . . . Strand Theatre—Thousands turned away opening Saturday. House jammed at every performance.

WILKES-BARRE • • Capitol Theatre—First three days send Paramount Comerford theatre operator John Nolan into raves as Sunday gross again tops all Selznick record-breakers.

DENVER . . . . . . Tom Sawyer opened March 1st at the Fox Denver Theatre. Its fourth day was \$407.00 bigger than its third day and Saturday and Sunday were the biggest combined week end gross in the past four years.

PHOENIX . . . . . . On Saturday, March 5th, at the Fox Theatre, the biggest gross since 1926.

TUCSON . . . . . . . . . At the Fox Theatre, March 5th, the biggest Sat- urday in the history of the house.

Selznick International presents Mark Twain's

ADVENTURES OF

# **OPENING DAY RECORDS!**

# **WEEK-END RECORDS!**

1.88

# FOUR YEAR RECORDS!

# ELEVEN YEAR RECORDS! ALL-TIME RECORDS!

mmortal classic now in TECHNICOLOR

DAVID O. SELZNICK

Directed by

# **Advance Production Chart**

Current production finds the studios more than halfway towards a goal of 589 pictures during the present releasing season, with 294 pictures either previewed of released Actual shooting has dropped from 41 to 37 in production, but number of pictures ready for the exhibitors upped to 294 from 271.

Now in the cutting rooms receiving the final polish before previewing are 58 films, four more than in the last production checkup. Paramount still leads in number of pictures, having sent out 41, with six shooting and eight cutting. Warners and 20th-Fox are next, having released 34, each with seven in production, former studio has 11 in the cutting room, and the latter, five, as of March 2.

### Columbia

		Now	Balance to	
	Number Number	Now in Shoot- Cutti	Be Placed	
	Promised pleted	ing Roo	ms Cameras	
Features Westerns	40 20 22 9	2 5 0 3	9	
David L	2 1	0 0	T	1 1
Total		2 8	24	3
Pictures now in	the cutting rooms	r awaiting pre-	views are:	

Pictures now in the cutting rooms or awaiting previews are:

"LITTLE MISS ROUGHNECK, formerly titled WONDER CHILD, produced by Wallace-MacDonald for the Irving Brinkin unit; directed by
Aubrey Scotto, original by Fred Niblo, Jr. and Grace Nevilie; screen play
by Niblo, Miss Neville and Michael Simmons; photographed by Benjamin
Kline, Cast Edith Fellows, Leo Carrillo, Margaret Irving, Scott Colton,
Inex Palange, Jacqueline Wells.

"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:

Many Russell, Frank C. Wilson, Phillip Ann. 3. Farrell MacDonald, Arthul Loft, Nick Lukais:

"THE MAIN EVENT, formerly titled 'CRIME OF THE YEAR,' produced by Ralph Cohen for the Irving Briskin unit: directed by Danny Dare; original by Harold Shumate; screen play by Lee Loeb. Cast: Robert Palge, Jacqueline Wells, Pat Flaherty, John Gallaudet, Dick Curtis, Arthur Loft, John Tyrrell, Jimmy Millican, Bill Lally.

"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, Hector Sarno.

"THERE'S ALWAR'S A WOMAN,' produced by William Perlberg; directed by Alexander Hall, screen play by Gladys Lehman and Philip Rapp from magazine story by Wilson Collision; photographed by Henry, Freulich, Cast: Joan Blondell, Melvyn Douglas, Mary Astor, Frances Drake, Wyn Cahoon, Robert Palge, Jerome Cowan, Gene Morgan, Arthur Loft, Thurston Hall, John Gallaudet,

"HIDBEN TRAILS," produced by Harry L. Decker: directed by Sam Nel-

HIDDEN TRAILS, produced by Harry L. Decker, directed by Sam Nelscreep, play by Maurice Geraghty. Cast: Charles Starrett, Iris Meredith, Art Mix, Bob Nowlan, Ed Le Saint, Jack Rockwell, George Chesebro, Dick Curtis, Ed Cobb.

Dick Curtis, Ed Cobb.

"TRAIL BLAZERS," Coronet production for Columbia release; produced by L. G. Leonard; directed by Drew Eberson; original screen play by Monroe Shaff, photographed by Allen Thompson. Cast: Buck Jones, Marjorie Reynolds, Carlyle Moore, William Arnold, Lou Kelly, Ben Taggart, Allen Bridge, Don Osborne, Monte Montague, Ray Largay.

Anten Driuge, Don Osoorne, Monte Montague, Ray Largay.

'STAGE COACH TRAIL, produced by Larry Darmour; directed by Joseph Levering; original screen play by Nate Gatzert; photographed by James Brown, Jr. Cast: Jack Luden, Eleanor Stewart, "Tuffy" (canine actor). Hal Taliaferro, Harry Woods, Flynn Whittaker, Jack Ingraham, Joe de la Cruz.

THE SECRET OF TREASURE ISLAND '(serial), produced by Lou Welss, directed by Elmer Clifton; no writing credits as yet. Cast: Don Terry, Gwen Gaze, Grant Wilhers, Hobart Bosworth, William Farnum, Walter Miller, Charles Rosener, Stanley Blystone, P. J. Kelly, Colin Campbell, Warner Richmond.

Warner Richmond.

"HOLIDAY, produced by Everett Riskin; directed by George Cukor, screen play by Sidney Buchman and Donald Ogden Stewart from stage play by Philip Barvy; photographed by Franz Planer. Cast: Katharine Hepburn, Cary Grant, Doris Nolan, Lew Ayres, Henry Kohler, Ann Doran, Mabel Colocot, Thomas Braidon, George Pauncefort, Maude Hume.

### Grand National

			1977 Series	Now Bala		(527)
	N	umber Numb	er Now	in Be I	laced Sto	ries in
15	A 30 M					43.
		Pix Com		Cutting Be		para- ion
Features	3.75	43 11	0	1	21	5
Westerns .	. Alexander	22 4	. 0	i	17	2
Total	11000	65 15		4. T. 1'43	40	-
				18 1 3 mm	30	

### Metro

	Number Number		Balance to	
V 447	of Pix Com-	Shoot- Cuttle	Be Placed St	
Maria - Will	Premised pleted		ns Cameras	tion
Features	48 22	5.	18	10
mai Koach			1. 7. E	
Total	52 23	3 6	20	14

Total 52 23 4 29 14
Pictures new in the cutting rooms or awaiting previews are:
GIRL OF THE GOLDEN WEST, produced by William Anthony MerGIRL of the Robert Z. Leonard from the stage play by David
Belasco, screen play by William Anthony McGuire; photographed by Oliver
Marsh. Cast: Jeanette MacDouald, Nelson Eddy. Leo Carrillo, Buddy,
bbsen, Ray Biojser, Leonard Penn, Priscilla Lawson, Cliff Edwards, Inex
leabury, Billy Bevan, Brandon Tynan, Bob Murphy, Victor Potel, Olin
Jowland, Noah Young, Russell Simpson, Walter Pidgeon.

"THE FIRST HUNDRED YEARS, formerly titled WOODEN WEDDING,'
produced by Norman Krasna; directed by Richard Thorpe; original story
yn Norman Krasna; directed by Richard Thorpe; original story
yn Norman Krasna; directed by Richard Thorpe; original story
yn Norman Krasna; directed by Richard Thorpe; original story
yn Norman Krasna; directed by Jioe Ruttenberg. Cast: Robert Montformery. Virginia Bruce, Warren William. Alan Dinehart, E. E. Clive, Prislilla Lawson, Jean Fenwick, Eleanor Lynn, Bodil Rosing, Torben Meyer,
Harry Davenport, Lee Parke, Luana Walters, Binnie Barnes, Jonathan Hale,
rvining Bacon, Edgar Dearing, Roger Moore, Lane Chandler.

"LIFE ON THE WATER-FRONT," formerly titled "MAN OF THE WATERFRONT," formerly titled "MADELOM," produced by Hony Henigson; directed by James Whale; original by Maurice Bagnol; photographed by
Karl Freund. Cast: Wallace Beery, Frank Morgan, Maureen O'Sulliva,
James Stuart, Cora Witherspoon, Jessie, Ralph, Doris Lloyd, Shepherd
Strudwick, Larry Lee Russell, E. E. Clive, Roger Moore, Priscilla Lawson,
'SWISS MISS' (Hal Roach), produced by S. S. Van Kauren; directed by
John G. Blystone; original by Jean Negulesco and Charles Rogers; screen

play by Felix Adler, James G. Parrott and Charley Melson; photographed by Norbert Brodine and Art Lloyd. Cast: Stan Laurel, Oliver Hardy, Della Lind, Walter Woolf King, Adla Kuznetzoff, Charles Judels, Greta Meyer.

by Norbert Brodine and Art Lloyd. Cast: Stan Laurel, Oliver Bards Della Lind, Walter Woolf King, Adia Kunetzoff, Charles Judels, Greta Meyer.

TEST PILOT, produced by Louis D. Lighton: directed by Victor Fleming; original by Lt. Com. Frank Wead; photographed by Ray June Cast: Clark Gable, Myrna Loy, Spencofman, Priscilla Lawson, Virginia Grey, Gloria Hondon, Sontiel S. Hinds, Mary Howard, Joe Donlin, Tom Ruther for Hondon, Sontiel S. Hinds, Mary Howard, Joe Donlin, Tom Ruther for Hardy's Grey, Choria Hondon, Sontiel S. Hinds, Mary Howard, Joe Donlin, Tom Ruther for HARDY's Orn Brent Sargent, William Arnold.

'JUDGE HARDY's Orn Brent Sargent, William Arnold.

'JUDGE S. Sitz: based on characters created by Aurania Rouveret; photographed by Lester White. Cast: Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden, Robert Whitney, Betty Ross Clark, Jacqueline Laurent, Janel Beecher, Hal Le Sueur, Charles Peck, Erville Anderson.

'SNUG HARBOR, 'produced by Zion Myers; directed by Edwin L. Martin, no writing credits as yet. Cast: Ray Bolger, Denis O'Keefe, Nat Pendleton, Florence Rice, Reginald Gardiner, Una Merkel:

"MARIE ANTOINSTE, 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, Tyrone Power, Robert Morley, Anita Louise, Gladys George, Melvyn Dougias, Joseph Calleia, Cora Witherspoon, Stepherd Strudwicke, Barnett Parker Tom Rutherford, Reginald Gardiner, Henry Stephenson, Ruthul Lawson, Henry Dawenport, Hall Cook, Edward Keane, Henry Daniell, Harry Semels, Henry Allen, Helene Millard, Dario Piazzo, Lulie Jag, George Smith, Frank Swales, Broderick Farrell, Mae Busch, Walter, Art Dupris, Joan Mitchell, John Barrymore, Joseph Schildkraut, Albert, Van Dekker, Anthony Warde, Lyons Wickland, George Houston, Slats' Wyrick, E. Mason Hopper, Mary Howard, Henry Salend, Carles, Carles, Jacker, Art Dupris, Joan Mitchell, John Barrymore, Joseph Schildkraut, Albert Van Dekker, Anthony Warde,

### Monogram

	2	1 4 4 3 2 3		
A PARTY TANKS	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	N 80 300 18 3	Now Balan	ceto
		12 12 12 12		Ctantas In
J. 100 100 100 100 100 100 100 100 100 10	Number Nur	nber Now	in Be P	laced Stories in
* * * * * * * * * * * * * * * * * * * *	of Pix Co	m- Shoot-	Cutting Be	fore Prepara-
1 1 1 m as 5 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Promised ple	eted ing	Rooms Car	neras tion
Att Charles and Back			A Company of the Comp	
Features	26 2	0 1		
T CACUICS		9	2	5 2
Westerns		the state of the s	1.0	
The second second		T 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
Total	42 2	9 1		
	Acres 1	and the second of the second	15 11 / San - 1 /	The state of the state of the

Wheeler Oakman, Roger Williams.

Clemmons, Budd Buster, Loren Reebe,

BOSE OF THE RIO GRANDE, 'produced by Dorothy Reid, directed by

William Night, screen play by Dorothy Reid and Ralph Bettinson; original

story by Johnson McCulley, but he will be the story of the light of the story by Johnson McCulley, but he will be the story by Johnson McCulley, but he will be the story of t

Monogram Pix Now in Production

\*\*FEMALE FUGITIVE.\*\* produced by E. B. Derr: directed by William Nigh; original story and screen play by John T. Neville and Bennett. R. Cohen. Cast: Evelyn Venable, Craig Reynolds, Reed Hadley, John Kelly, Charlotte Treadway, Reginald Sheffield, Rafael Bennett, John Merton, Emmett Vogan, Lee Phelps, Martha Tibbetts, Sam Flint, Fern Emmett, Lynton Wright Brent, Claire Rochelle, Edna Saller.

### **Paramount**

		mber Num	her Now	Now B	alance to le Placed	Stories in
	of	Pix Con	n- Shoot-	Cutting	Before Cameras	Prepara-
Studio		mised plet 19	eu ing	5	2	6
Harry She Emanuel C	rman	3 5	0	2 1		5
B. P. Schu	lberg	8 8	. 0		•	
Total	Service of v	7 41	6	. 8	2	12

Pictures now in the cutting rooms or awaiting previews are:

"HEART OF ARIZONA, formerly titled "GUN SMOKE," produced by Harry Sherman; directed by Les Selander, original by Charence E. Mulford; screen play by Norman Houston; photographed by Russell Harlan. Cast: William Boyd, George Hayes, Russell Hayden, John Eliott. Billy King, Natale Moorhead, Dorothy Short, Alden Chase; John Beach. Lane Chandler, Leo McMahon.

"DOCTOE EMTTHM," formerly titled "THE BADGE OF FOLICEMAN O'ROON, Major Pictures production; produced by Emanuel Cohen, directed by Frank Tuttle: original by O. Henry; screen play by Jos Swerling and Richard Connell; photographed by Charles Lang. Cast: Bing Crosby, Mary Carlisle, Beatrice Lillie, Andy Devine; Laura Hope Grews, Fred Keating, Sterling Holloway, Rufe-Davis,

"BAR 24 JUSTICE, formerly titled 'DEFUTY SHERIFF,' produced by Harry Sherman; directed by Les Selander; original story by Clarence E. Mulford; screen play by Arnold Beigrade; photographed by Russell Harlam Duncan, Walter Long, Paul Sutton, Fat O'Brien, Joseph De Stefani, John Beach.

"COLLEGE SWING," produced by Lewis E. Geneley disease.

John Beach.

'COLLEGE SWING, produced by Lewis E. Gensler, directed by Raoul, Walter be Leon and F ancis Martin based on adaptation by Frederick Hazlitt Brennan of an idea by Ted Lesser, photographed by Victor Milner, Casis Martin Passed on stapitation by Victor Milner, Casis Martin Raye, George Burin and Gracie Allen, 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.

Jerry Bergen.

"HER JUNGLE LOVE, produced by George Arthur, directed by George
Archainbaud, no other credits available as yet, photographed by Ray Ren-

(Continued on page 21)

### Bread 'N' Pix

(Continued from page 5)

expensive supporting casts and

mountings.

Topping the Toppers.

Foresight and showmanship of Darryl Zanuck and Sol Wurtzel have built such a magnet for 20th-Fox in young Jane Withers. Her. vehicles cost around \$300,000 each and return a profit far in excess of what some of the \$41,500,000 pictures tossed at exhibitors.

of the \$1,500,000 pictures tossed at exhibitors get.

Nor is Jane Withers the only low-cost reason competitors are gazing at 20th-Fox through green-hued eyes, for in the same category that company has its Charlie Chan (Warner Oland), whose films are budgeted at approximately \$200,000; its Mr. Moto (Peter Lorre) with productions costing the same amount, and the Jones Family (Jed Prouty and Spring Bylngton and their celluloid offspring) budgeted at \$250,000.

Resumption of the profitable

at \$250,000.

Resimption of the profitable Charlie Chan series of pictures by 20th-Fox was assured when the studio exercised its option on the studio exercised its option on the studies of Warner Oland, whose illness.

vies of Warner Oland, whose illness in February resulted in the company shelving 'Charlie Chan at the Ringside' after three days of filming. Larry Darmour and Columbia also have their bread-and-butter provider in Jack Holt who, despite two decades as a star name, still reigns as a favorite of enough pulling-power to sell without the aid of additional names. Holt's recently signed contract extension calls for six productions annually for the next two years, total cost of each of which will run not more than \$130,000.

\$130,000.

Dix Pull Still There
Another whose monicker, has lost little of its glitter through the years, is Richard Dix, who will shortly return to work at RKO. Regardless of the type of small-cost picture in which he appears, exhibs rate him, as surefire for comfortable returns.

less of the type of small-cost picture in which he appears, exhibs rate him as surefire for comfortable returns.

Aiready cashing in on the Zanuck-witted Chan-Moto-Jones idea are Warners with its Torchy Blane series, in which Lola Lane and Faul Kelly have replaced Glenda Farrell and Barton MacLane; Metro with its Judge-Hardy's Children string, with a cast topped by Lewis Stone and Mickey Rooney, and Paramount, gaining a foothold with its Buildog Drummond pictures, featuring John-Howard and John Barrymore Warners is spending in the vicinity of \$200,000 on its Blanes, with Metro laying out \$250,000 on its Hardys. Paramount's Drummonds close to that figure.

With the Blanes having definitely with the Blanes having definitely clicked with theatre-gors, Warners is now plotting a new series to be built around Hugh Herbert and Allen Jenkins. Universal has writern at work on a series of small-budget features which will be along the lines of the successful Collegian pictures, made in two spools each, by Carl Laemmle, I., soon after he joined his father's production organization. Radio, Republic and Monogram are scanning the literary horizon. hopeful of finding a series of magazine stories based on homespun characters which will carry their banner into the field.

In retrospect, producers are harking back to the days when Beb Daniels, Florence Vidor, William Haines, Irene Rich, Rin-Tin-Tin, Monte Blue and Wesley Barry, and the Really teams of Dorothy Mackaill and Lew Cody, carried the load and did yeoman duty at the box office.

Haines, Irene Mich, Min-Hin-Hin, Monte Blue and Wesley Barry, and the early teams of Dorothy Mackaill and Jack Mulhall, Alieen Pringle and Lew Cody, carried the load and did yeoman duty at the box office.

Those That Didn't Jell
Old Fox company had great hopes of a team bonanza following the success of Sally Eliers and James Dunn in 'Bad Girl', but gave up after several tries. Old DeMille-Pathe combine gambled on Robert Armstrong and James Gleason as a duo with no better luck. Same or ganization promoted Eddie Quillan, thinking they had another 'William Haines, but it was no dice. Universal's optimism soared when they first signed Noah Beery, Jr., but he never soared to a point that coi cided with expectations. Paramount once tried to put Randolph Scott over as a solo name, but finally gave up and set out to provide him with strong supporting players.

Acclaim accorded Shirley Temple, after her appearance in 'Little Miss Market,' which brought about the start of a serious build-up by 200-15 fox, launched kid cycle, with everyone grabbing mospets. Paramount's David Hots Warners and Columbia are still trying to go to lown with Bonita Granville and Edith. Fellows, respectively.

## 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 nicluded.)

COPYRIGHT, 1931, BY VARIETY, INC. ALL BIGHTS RESERVED

WEEK OF BELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN BEVIEWED BY VARIET
12/31/37	OUTLAWS OF PRAIRIE WOMEN IN PRISON BAD MAN OF BRIMSTONE	H. L. Decker W. MacDonald Harry Rapf	Col Col MGM	Wester Meller Outdoor	C. Starrett-I. Meredith W. Cahoon-S. Colton W. Beery-V. Bruce	Sam Nelson Lam Hillyer J W. Rubin	56 59 95	1/26 2/9 1/19
	WELLS FARGO WISE GIRL LOVE AND HISSES	Frank Lloyd Edw. Kaufman K. MacGowan	Par RKO 20th	Rom-Dr Rom-Dr. Musical	J. McCrea-B. Burns-P. Dee M. Hopkins-R. Milland Winchell-Bernie-Simon	Frank Lloyd Leigh Jason	113 70 90	12/8 12/29 12/23
	THE SPY RING SERGEANT MURPHY	Trem Carr Bryan Foy	WB	Mystery Drama	W. Hali-J. Wyman-J. Carlton R. Regan-M. Maguire	Sid Lanfield J. Lewis B. R. Eason	60 02	1/19 12/22
/7/38	MAN-PROOF BULLDOG DRUMMOND'S REVENGE CRASHING HOLLTWOOD	L. D. Lighton Par Cliff Reid	MGM Par REO	Com-Dr. Mystery	Loy-R. Russell-Tone J. Barrymore-L. Campbell	R. Thorpe Louis King	90 55	12/15 12/22
	LADY, BEHAVE: CITY GIRL TARZAN'S REVENGE	A. E. Levoy Sol Wurtzei	Rep 20th	Rom-Dr Rom-Dr	Lee Tracy-J. Woodbury S. Eilers-N. Hamilton P. Brooks-R. Cortez-E. Muir	Llew Landers Lloyd Corrigan Alfred Werker	60 03 60	12/29 12/29 2/9
/14/38	PENITENTIARY NO TIME TO MARRY	Sol Lesser Robert North	20th Col	Outdoor Meller	G. Merris-E. Holm W. Connolly-J. Parker	D. R. Lederman John Brahm	70 78	1/12
	LOOK OUT FOR LOVE LOVE IS A HEADACHE	Nat Terris Herb Wilcox F. Stephani	Col GB MGM	Com-Rom Rom-Dr Com-Dr	M. Astor-R. Arlen A. Neagle-T. Carminati G. George-F. Tone-M. Booney Tim McCoy	Harry Langdon H. Wilcox R. Thorpe	63 69 60	2/23 2/16 2/2
	WEST OF RAINBOW'S END EVERY DAY'S A HOLIDAY EVERYBODY'S DOIN' IT	Maurice Conn E. Cohen Wm. Sistrom	Mone Par RKO	Western Comedy Rom-Com	Mae West-E. Lowe P. Foster-S. Eilers	Alan James A. E. Sutherland C. Cabanne	57 00 66	3/9 12/22 1/12
	PAROLED TO DIE CHANGE OF HEART MAWAIIAN BUCKAROO ACTION FOR SLANDER	A. W. Hackel Sol Wurtzel Sol Lesser	Rep 20th 20th	Rom-Com Outdoor	Bob Steele-K, Eliot G. Stuart-M. Whalen Smith Bailew	Sam Newfield Jas. Tinling D. R. Lederman	55 65 58	1/12 1/5 2/2
	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	83 100 100	8/4 2/2 12/22
/21/38	SQUADRON OF HONOR SAILING ALONG	Ralph Cohn	Col GB	Meller Musical	M. Russell-T. Hall J. Matthews-J. Whiting	C. C. Coleman Sonnie Hale	55 94	1/26 2/9
	MANNEQUIN THRILL OF A LIFETIME MAMMA BUNS WILD	Joe Manckiewicz Miss Fanchon	MGM Par	Rom-Dr Musical Comedy	J. Crawford-S. Tracy J. Canova-Yacht Club Boys	Frank Borzage G. Archainbaud	91 71 67	12/22 11/10 1/5
	BORDERTOWN (REISSUE)	Ralph Staub John Stone Robt, Lord	Rep 28th WB	Mystery Drama	M. Boland-E. Truex W. Oland-V. Fiefd P. Munl-B. Davis B. Karloff-M. Wilson	Ralph Staub Eugene Forde Archie Mayo	3	12/22 1/29/35
1/28/38	A STRANGE HONEYMOON PARADISE FOR THREE	Bryan Foy S. Zimbalist	WB MGM	Drama Comedy Western	F. Mergan-F. Rice-R. Young W. Boyd-Gwen Gare	John Farrow Eddie Buzzell	75	1/19
	PARTNERS OF PLAINS THE PURPLE VIGILANTES THE OLD BARN DANCE	Harry Sherman Sol C. Siegel Sol C. Siegel	Par Rep Rep	Western Western	Three Mesquiteers Gene Autry-S. Burnette	Les Selander George Sherman Joseph Kane	70 58 68	2/16 2/2 1/12
	HAPPY LANDING BLACK DOLL SWING YOUR LADY	D. Hempstead Irving Starr Sam Bischoff	20th U WB	Musical Mystery Comedy	S. Henie-D. Ameche N. Grey-D. Woods-E. Kennedy H. Bogart-L. Fazenda	Roy Del Ruth O. H. P. Garrett Ray Enright	102 60 72	1/26 2/9 1/26
1/4/38	REVENGE OF GENERAL LING SPIRIT OF YOUTH	John Stafford Lew Golder Harry Rapf	GB GN MGM	Drama Action Musical	G. Jones-A. Renn Joe Louis-C. Muse-E. M. Harris F. Brice-A. Jones-J. Garland	Ladislaus Vajda Harry Fraser E. L. Marin	71 60 80	2/23 1/5 1/26
	WHERE WEST BEGINS THE BUCCANEER	Maurice Conn C. B. de Mille	Mone Par	Western Drama	J. Randall F. March-F. Gaal-A. Tamiroff	J. P. McGowan C. B. de Mille	124	1/12
	DOUBLE DANGER OUTSIDE OF PARADISE INTERNATIONAL SETTLEMENT	Maury Cohen Harry Sauber 20th	RKO Rep 20th	Meller Comedy Drama	P. Foster-W. Bourne-D. Meck P. Regan-P. Singleton C. Romero-V. Field-J. Lang	Lew Landers John H. Auer E. Forde	62 68 75	2/16 2/16 1/26
	GOLDWYN FOLLIES MIDNIGHT INTRUDER BLONDES AT WORK	S. Goldwyn Trem Carr Bryan Foy	UA U WB	Musical Meller Comedy	B. Reed-L. Hayward B. MacLane-G. Farrell	Geo. Marshall I. Lubin F. McDonald	115 66	2/2 2/23
1/11/38	LITTLE MISS ROUGHNECK	W. MacDonald H. L. Decker	Col Col MGM	Com-Rom Western Drama	E. Feliows-L. Carrille C. Starrett-D, Grayson W. Huston-B. Bondl	Aubrey Scotto Sam Nelson Clarence Brown	64 108	3/9 2/9
	OF HUMAN HEARTS MY OLD KENTUCKY HOME SCANDAL STREET	J. Considine, Jr. E. B. Derr Par	Mone Par	Com-Dr Comedy	E. Veuable-G. Richards L. Ayres-L. Campbell	L. Hillyer James Hogan	72 63	2/9 2/9 2/9
	HAVING WONDERFUL TIME CRECKERS ADVENTURES OF TOM SAWYER FORBIDDEN VALLEY	P. S. Berman John Stone D. O. Selznick	RKO 20th UA	Rom-Com Com-Dr	G. Rogers-R. Skelton J. Withers-S. Erwin-U. Merkel T. Kelly-M. Robson	Norman Tauros	79 93	12/8 2/16
	FORBIDDEN VALLEY KID COMES BACK DAREDEVIL DRIVERS	Henry Macrae Bryan Foy Bryan Foy	WB WB	Outdoor Drama Action	N. Beery, JrR. Barrat W. Morris-J. Travis D. Purceli-B. Roberts	W. Gittens B. R. Eason B. R. Eason	64 60	12/29 3/2
18/38	WIDE OPEN FACES THE GIRL WAS YOUNG	David Loew GB	Col GB MGM	Comedy Com-Dr Comedy	Joe E. Brown-J. Wyman N. Plibeam-D. DeMarney	Kurt Newman Alf Hitchcock	84 100	12/8 2/2
	A YANK AT OXFORD PAINTED TRAIL BIG-BROADCAST-38-	Michael Balcon Robert Emmett H. Thompson	Mone Par	Western Musical	E. Taylor-L. Barrymore Tom Keene W. C. Fields-Raye-Lamour	Jack Conway Robert Hill Mitch Leisen	50	2/9
	BRINGING UP BABY BARONESS AND BUTLER GOLD IS WHERE YOU FIND IT	Cliff Reid Ray Griffith Sam Bischoff	BKO 20th WB	Rom-Com Rom-Dr Outdoor	K. Hepburn-C. Grant Annabella-Wm. Powell G. Brent-C. Rains-J. Litel	Howard Hawks Walter Long M. Curtiz	102 75 90	2/16 2/16 2/16
/25/38	WHO KILLED GAIL PRESTON?	Ralph Cohn John W. Considing	Col. MGM Mone	Mystery Meller Drama	W. Cahoon-D. Terry M. Douglas-W. William J. Allen-M. Stone	Leon Barsha G. Fitzmaurice Karl Brown	60 82 60	3/9 2/23
	PORT OF MISSING GIBLS CASSIDY OF BAR 20 NIGHT SPOT HOLLYWOOD STADIUM MYSTERY	Lon Young Harry Sherman Robt, Sisk	Par RKO	Western Com-Dr Meller	W. Boyd-N. Lane Parkyakarkus-A. Lane N. Hamilton-E. Venable	Les Selander Christy Cabanne David Howard	54 60	
	STORM IN A TEACUP	A. Schaefer Max Golden A. Korda	Rep 20th UA	Comedy	J. Prouty-S. Bylngton V. Leigh-R. Harrison	Bert Lenny Victor Saville	66 60 80	3/2 9/9
1/4/38	PENROD AND TWIN BROTHER  ROLLING CARAVANS START CHEERING	Bryan F27 Col Nat Perrin	Col Col	Com-Dr Western Musical	Mauch Twins  J. Luden-E. Stewart  W. Connolly-Durante-J. Perry	Jos. Levering A. S. Rogell	62 78	1/12 2/9
	TO THE VICTOR MERRILY WE LIVE	Maurice Ostrer Hal Roach	GB MGM	Rom-Dr Comedy Musical	W. Fyffe-J. Loder-M. Lockwood C. Bennett-B. Burke-P. Kelly G. Swarthout-J. Boles	Robt, Stevenson N. Z. McLeod H. C. Potter	96 77	3/2 2/16
	ROMANCE IN DARK, MAID'S NIGHT OFF PRISON NURSE	Harlan Thompson Robert Sisk Herman Schlom	RKO Rep	Rom-Dr Meller Musical	A. Lane-J. Fontaine H. Wilcoxon-M. Marsh A. Faye-F. Allen-J. Lang	Ben Holmes James Cruze	67 86	3/9 1/2
Z. W.	ADVENTURES MARCO POLO MAD ABOUT MUSIC	Gene Markey Sam Goldwyn J. Pasternak	UA UA U	Drama Musical	G. Cooper-B. Rathbone D. Durkin-H. Marshail	Wm. Seiter Norman Taurog Norman Taurog	190 98	2/16 3/2
B/11/38	SLIGHT CASE OF MURDER MAKING THE HEADLINES THE FIRST HUNDRED YEARS	Sam Bischoff Col Norman Krasna	Col MGM	Meller Rom-Dr Com-Dr	E. G. Robinson-J. Bryan J. Holt-B. Roberts R. Montgomery-V. Bruce	Lloyd Bacon L wis D. Collins Dick Thorpe	85	2/9
	ROSE OF RIO GRANDE DANGEROUS TO KNOW HAWAII CALLS	Dorothy Reid Par Sol Lesser	Mono Par RKO	Rom-Dr Meller Rom-Com	Movita-John Carroll G. Patrick-A. M. Wong B. Breen-I. S. Cobb	Wm. Nigh Robert Florey Edward Cline	68 72	3/2
	WALKING DOWN BROADWAY	Wm. Berke Sol-Wurtzel	Ren 20th U	Western Com-Dr	3 Mesquiteers C. Trevor-P. Brooks R. Bellamy-B. Read	John English N. Foster Sylvan Simon	55 73 65	3/2 2/2
1/18/38	CRIME OF DR. HALLETT LOVE, HONOR AND REHAVE GIRL OF GOLDEN WEST	Ed Grainger Lou Edelman Wm. A. McGuire	WB MGM	Mystery Com-Dr Musical	W. Morris-P. Lane J. MacDonald-N. Eddy	Stanley Logan R. Z. Leonard	68	2/16
	BULLDOG DRUMMOND'S PERIL CONDEMNED WOMEN KING OF NEWSBOYS	Par Robert Sisk V. Morehous	RKO Rep	Mystery Drama Rom-Dr	J. Barrymore-L. Campbell S. Eilers-L. Hayward L. Ayres-H. Mick	Jas. Hogan Lew Landers V. Morehouse	77	3/9
	REBECCA OF SUNNYBROOK FARM THE GAIETY GIRLS NIGHT CLUB HOSTESS	Ray Griffith A. Korda W. Mycrost	20th UA U	Ron:-Com Musical Rom-Dr	S. Temple-R. Scott J. Hulbert-P. Ell; B. Rogers-J. Clyde	Norman Foster T. Freeland Graham Cutts	80 72	3/9 3/2
	STATE POLICE HE COULDN'T SAY NO	Trem Carr Brvan Fov	WR.	Action Comody	J. King-C. Moore F. McHurh-J. Wyman	John Rawlins Lew Seiler		
3/25/38	LONE WOLF IN PARIS JUDGE HARDY'S CHILDREN COLLEGE SWING	W. MacDonald MGM L. E. Gensler	Col MGM Par	Mystery Drama Musical	F. Lederer-F. Drake L. Stone-M. Rooney-C. Parker Raye-Burns & Allen-Hope	Al S. Rogell Geo. Scitz Rapul Walsh		
	ARSON GANGBUSTERS MR. MOTO TAKES CHANCE GOODBYE, BROADWAY	Herman Schlom Sol Wurtzel Ed Grainger	Ren 20th U	Metler Mystery Comedy	J. LaRue-B. Livingston L. Lorre-R. Hudson A. Brady-C. Winninger	Joe Kane Norman Foster Ray McCarey		
1/1/38	JEZEBEL WHEN G-MEN STEP IN	Henry Blanke W. MacDonald	WB Col	Drama Meller	B. Davis-II. Fonda-G. Brent D. Terry-R. Paigr-J. Wells L. Nolan-M. Carlisle-R. Karns	C. C. Coleman Jr. Liouis King	100	general and Market
	TÍP-OFF GIRLS JOSETTE GOODBYE, BROADWAY	Pat Gene Markey Ed Grainger	Par 29th U	Meller Musical Com-Roni	S. Simon-D. Ameche-B. Lahr C. Winninger-A. Brady-T. Brown	Allan Dwan Ray McCare		
9.00	LIFE ON WATERFRONT LAND OF FIGHTING MEN	H. Henigson Maurice Conn	MGM Mono Col	Drama Comedy	W. Beery-M. O'Sullivan J. Randall-L. Stanley J. Blondell-M. Douglas	Jas. Whale Alan James Alex Hall		16 (1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
l 3/38	THERE'S ALWAYS A WOMAN FEMALE FUGITIVE RECKLESS LIVING	Wm. Perlberg E. B. Derr Val Paul	Mono U	Mellei Com-Dr	K. Venable-C. Reynolds N. Grev-R. Wilcox-J. Savo	Wm. Nigh F. MacDonald Christy Cabanne		
	IT COULDN'T HAPPEN AGAIN	Cliff Reid	RKO	Com-Dr Rom-Dr	V. Moore-A. Lane A. Marshall-T. Birell	John H. Auer	200	Sec. 48 3 14 7 15

# BETTE DAVIS

AS BRILLIANT AS ONLY THE SCREEN'S GREATEST ACTRESS COULD BE!



AS BOX-OFFICE AS ONLY HER GREATEST STORY COULD MAKE IT!

HENRY FONDA • GEO. BRENT

MARGARET LINDSAY

DONALD CRISP • FAY BAINTER

A WILLIAM WYLER PRODUCTION

Richard Cromwell Henry O'Neill Screen play by Clementa Ripley, From the Play by Owen Davis, Sr.



Spring Byington John Litel

Abem Finkel and John Huston

Music by Max Steiner

WARNER BROS.
Have The World Waiting For Its
RADIO CITY
PREMIERE
TOMORROW!

AS SOLIDLY PRE-ADVERTISED AS ONLY
A 24-MAGAZINE CAMPAIGN AND 4000 24-SHEETS CAN GUARANTEE

Total

## Advance Production Chart

(Continued from page 18)

(Continued from page 18)

nahan. Cast: Dorothy Lamour, Ray Milland, J. Carrol Naish, Lynn Overnan, 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 Leo Tover. Cast: Claudette Colbert, Gary Coopen. Edward Everett, Horton, David Niven, Luis Alberni, Tyler Brooke, Herman Bing.

"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 Bradan, Lloyd Nolan, Glenda Farrell, Lewis, Stone, Porter Hall, Esther, Dale, Joseph Sawyer, THOFF GIRLIS, formerly titled "HIGHWAY RACKETEERS," general office production; directed by Louis King; no story credits available as yet; photographed by Theodore, Sparkuhl. Cast: Lloyd, Nolan, Mary Carliske, J. Carrol Naish, Harvey Stephens, Roscoe Karns, Larry Crabbe, Anthony Quinn, Benny Baker, Barlowe Borland.

### Paramount Pix Now in Production

Paramount Pix Now in Production

PROFESSOR BEWARE, produced by Harold Lloyd, directed by Elliott Nugent; screen play by Delmer Daves and Jack Cumingham original by Crampton Harts and Francis and Marion Cockrelling Cockrelling Hards and Francis and Marion Cockrelling Linear Lander, Mary Lou Lender, Guinn' Big Boy' Williams, Ward Bond, Spencer Charters, Clara Blandick, William Frawley, Thurston Hall, Cora Witherspoon.

'YOU AND ME,' produced and directed by Fritz Lang, no writing credits released as yet; photographed by Charles Lang, Cast: George Raft, Sylvia Sidney, Barton MacLane, Roscoe Karns, Harry Carey, Robert Cummings, Warren Hymer, Guinn' Big Boy' Williams, Carol Paige, Vera Gordon, Mast McHugh, Paul Newlan. Bernadene Hayes, George E, Stone, Cecil Cunning-ham, Margaret Randail, Jack Mulhall, Julia Faye, Arthur Hoyt, Harlan Brigs, Joyce Compton.

Briggs, Joyce Compton.

"ROPIC HOLIDAY," produced by Arthur Hornblow, Jr.; directed by Theodore Reed; original by Don Hartman and Frank Butler; photographed by Ted Tetzlaff. Cast: Dorothy Lamour, Ray Milland, Martha Raye, Bob Burns, Tilo Gulzar, Binnie Barnes, Elvira Rios, Pepito, Michael Visaroff, Bobbie Moya, Ascension and Del Rio Trio, Dominguez Brothers' San Cristobal Marimba Band, Roberto Soto, Jesus Topete, Paula DeCardo, Dolores Casey, Shella Darcy, Marie Burton, Paul Lopez, Chris Pin Martin, Fortunio Bona Nova.

Casey. Sheila Darcy, Marie Burton, Paul Lopez, Chris Pin Martin, Fortunio Bonn Nova.

'COCOANUT GROVE,' produced by George Arthur, directed by Alfred Santell; no writing credits as yet released; photographed by Lee Twer. Cast: Fred MacMurray, Harriett Hilliard, Yacht Club Boys, Ben Blue, Billy Lee, Rufe Davis, Harry Owens and his Royal Hawaiian orchestra, George Walcott, Dorothy Howe, Red Stanley, Eve Arden, Lester Allen.

'THE TEXANS,' formerly titled 'MARCHING HERDS,' produced by Lucien Hubbard; directed by James Hogan; no writing credits released as yet; photographed by Harry Fischbeck. 'Cast: Randolph, Scott, Joan Benniett, May. Robson, Robert Cummings, Harvey Stephens, Robert Barrat, Walter Brennan, Raymond, Hatton.

'CRINE GIVES ORDERS,' produced by Harold Hurley; directed by Louis King; no writing credits released as yet; photographed by Victor Milner, Cast: Lloyd Nolan, Mary Carlisle, Lynne Overman, J. Carrol Naish, Larry Crabbe, Anthony Quinn, Johnny Downs, Regis Toomey, Delmar Watson, Carbot, Anthony, Guinn, Johnny Downs, Regis Toomey, Delmar Watson, Dauric Lanc, Many Parker, Dick Rush, Howard Mitchell, Zeffe Tilbury, Phil Warren, Robert E. Homans, Stanley Price

### RKO-Radio

A Contract			Now Bal	
	Number l	Number No.		Placed Stories in Sefore Prepara-
	Promised		g Rooms C	
Studio Condor	43	24 3	5	11 13 6 2
Sol Lesser David Loew		2 0	0	1 - 1 -
Walt Disney		î i		
Total	55	29 4	-	18 16

ROUSE, Neil Burns, Alice Belcher, Ray Harper, Frank Hammond, Francesca Rotali, Sidney Jarvis, Don Brody, Fred Santley, Wilfred Lucas.

'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 Irving, Netti Packer, Rita LeRoy.

'THE JOY OF LIVING,' formerly, titled 'THE JOY OF LOVING,' produced by Felix Young; directed by Tay Garnett; original story and lyries by Herbert and Dorothy Fields; screen play by Gene Towne and Graham Baker; score by Jerome Kern; photographed by Joseph Walker. Cast: Irene Dunne, Douglas Fairbanks, Jr., Alice Brady, Guy Kibbec, Lucille Ball, Jeau Dixon, Eric Blore. Warren Hymer, Fuzzy Knight, Charles Williams, Joe Hickey, Harris Gordon, Bert Roach.

'LAW OF THE UNDERWORLD,' formerly titled 'SEE NO EVIL', produced by Robert Sist; directed by Lew Landers; screen play by Edmud L. Hartmann and Bert Granet: original by Samuel Shipman and John B. Hymer; photographed by Nick Musuraca. Cast: Chester Morris, Anne Shirley, Walter 'Abel, Eduardo Ciannelli, Richard Bond, Lee Patrick, Paul Guilfoyle, Frank M. Thomas, Jack Carson, George Shelley, George Irving, Florence Lake Cecil Kellawy, Anthony Warde, Margaret Armstrong, Bradley Page, Tom Kennedy, Ted Oliver.

RKO-Radle Pictures Now in Production

### RKO-Radio Pictures Now in Production

RKO-Radio Pictures Now in Production

VIVACIOUS LADY, produced by Pandro S. Bernam directed by George
Stevens; screen play by Anne Mofrison Chapin and Kay Van Riper from
Stevens; screen play by Anne Mofrison Chapin and Kay Van Riper from
George and Stew the photographed by Rober and Gaiger
Gogers, Jane Stew the photographed by Rober on Phyllis Kennedy Spencer Charters, Ray Mayer, Maude Eburne, Floyd Shackleford, Alec Craig,
Beulah Bondi, Charles Coburn, Frances Mercor, Grady Sutton.

"BAMBI! being prepared by Walt Disney for release on RKO. 1938-39
schedule: Jean prepared by Walt Disney for release on RKO. 1938-39
schedule: Jean grephic acricon based on story by Felix Salten.

"GO CHASE YOURSELF! formerly titled 'ROLLING STONES,' produced by Robert Sisk; directed by Edward Cline; original story by Walter
O'Koefe; screen play by Bert Granet and Paul Yawitz, photographed by
Jack MacKenzie Cast Joe Penner, Lucille Ball, June Travis, Fritz Feld,
Granville Bates, George Irving, Bradley Page, Richard Lane, Tom Kenmedy, Margaret Armstrong, Jack Carson, Frank M. Thomas, Ted Oliver,
George Shelley, Arthur Stone, Fred Schaeffer, Billy Dooley, Max Hoffman,
Jr., Monte Vandergrift, Georgia O'Dowell, Donald Kerr, Bob. Thatcher,
Otto Fries, Ethel Wales, James Farley, Chester Clute, Sam Luftin, Robert
Otto Fries, Ethel Wales, James Farley, Chester Clute, Sam Luftin, Robert
Max, Edde Hearn, Reed Howes, Phillip Morris, Danald
Scree, Robert Stone, Bill Casson, John Incell of Band.

Jannary In New Yorks, produced by William Sistrom, directed by BenMark In New Yorks.

Jake Charles, Jack Carson, Charles Halton, Cliff Bragdon, Shirley Coates, Gus Glassmire, Thomas Morgan, Torben Meyer, Julian
Rivero, Monte Carter, Bert Rose, Jay Adler, George Anderson, Lee Phelps,
Dick, Lame, Lester Door, Roy James, Edward Le Saint, Robert Graves,
George Irving, Frank M. Thomas, Paul Fix.

### Republic

Now Balance to
in Be Placed Stories in
Cutting Before PreparaRooms Cameras ilon
6 21 24

Total

Stormsee, pieted ing Rooms Cameras, tion

Stormsee, 19 to 6 24 24

Pictures now in the cutting rooms awaiting preview are:

"DESERT TRAIL RIDERS.", produced by Sol. Siggel, directed by Jack
English; screen play by Litel Ward; photographed by William Nobles. Cust
Ray Corrigan, Bob Livingston, Max Terhune, Lynn Roberts.

"HOLLYWOOD STADIUM, MXSTERY.", cornerly titled "HOLLYWOOD STADIUM, Standard Max Corrected by David Loward
screen, play by Dairrell and Steward Macfor directing the David Loward
screen, play by Dairrell and Steward Macfor directing the Popular Venrable, Barbara Pepper, Smiler, Burnette, Jimmy Wallington, Charles Williams, James, Spottswood.

"THE KING OF THE NEWSBOYS," formerly titled "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;
Low Ayres, Helen Mack, Alison Skipworth, Victor Varconi, Billy, Benedict,
Louis Natheaux, Emmett Vogan, Inez Palange, Byron Foulger, Liee Shumway, Joe Marks, Alan Calvin, Gennero, Curay, Allan Mathews, Alice White,
"PRISON NURSE," produced by Herman Schlom; directed by James
"PRISON NURSE," produced by Herman Schlom; directed by James

Hickman.

\*\*PRISON NURSE.\*\* produced by Herman Schlom; directed by James Cruze: screen play by Earl Felton and Sidney Salkow from novel by Dr. Louis Berg: photographed by Ernest Miller. Cast: Henry Wilcoxon, Marian Marsh, Bernadine Hayes, Ray Mayer, Ben Weldon, Addison Richards, John Arledge, Frank Reicher, Fred Kohler, Jr., Minerva Urecal, Lee Phelps, Norman Willis, Jack C. Smith, Monte Montague.

Man WHIIS, Jack C. Smith, Monte Montague.

'CAPITAL PUNISIMENT, formerly titled THE GENTLEMAN FROM LONDON,' produced and directed by John Auer, original by Albert J. Cohen and Robert Shannon; screen play by Cohen and George Yates; photographed by Jack Marta. Cast C. Henry Gordon, Herbert Mundin, Alan Marshall, Tala Birell. Elsa Buchanan, Gerald Oliver Smith, George Sorel, Leonard Willey, Keith Kenneth, Mady Corell, Ivan Simpson, Dwight Frye, Ian MacLaren.

FIRE OVER THE WATERFRONT, produced by Herman Schlom; directed by Joe Kane; original by Alex Gottlieb and Norman Burnstine; screen play by Gottlieb, Burnstine, Joseph Hofman and Peggy Thompson; photographed by Ernest Miller. Cast: Jackie Moran, Rosalind Keith, Bob Livingston, Warren Hymer. Clay Clement, Jack LaRue, Selmer Jackson, Dick Wessell, Henry Hale Emory Parnell, Walter Sande, Jack Rice, Donald Kerr, Howard Hickman, George Floyd.

### Republic Pictures Now in Production

OUTLAWS OF SONORA, produced by Sol Siges], directed by George Sherman, no writing credits as yet released. Cast: Bob Livingston, Ray Corrigan, Max Terhune, Jean Joyce, Jack Mulhall, Frank La Rue, Ralph Peters. Edwin Mordaunt, Tom London, Jack Ingram, George Cheseboro, Merrill McCormick, Otls Harlan, Stellta Peluffo, Gloria Rich, Curley Dresten, Fenton Taylor, Art Dillard, Jack Kirk, Tommy Coats, Joe Balch, Buel Bryant, Forest Burns.

Bryant, Forest Burns.

"THUNDER IN ALASKA, formerly titled 'SWIFT LIGHTNING,' produced by Armand Schaefer; directed by Breezy Eason; from story by James Oliver Curwood. Cast: Richard Arlen, Lyle Talbot, Beverly Roberts, Emory Parnell.

### 20th Century-Fox

Alexander (Control of the		Now Balance to
	Number Number Nov	
		Rooms Cameras tion
ludio	52 30 7 6 4 9	$egin{array}{cccccccccccccccccccccccccccccccccccc$
Total	58 34 7	교육급실이 뜻하다 나는다.

Total ... 95 34 7

Pictures in the cutting rooms or awaiting previews are:

\*\*RAWHIDE,\*\* produced by Sol Lesser, directed by Ray Taylor; original by Dan Jarrett; screen play by Dan Jarrett and Jack Anterord; short proposed Cast. The control of th

Stanton.

"ISLAND IN THE SKY," produced by Sol M. Wurtzel; directed by Herbert I. Leeds; sereenplay by Frances Hyland and Albert Ray; original by Jerry Cady; photographed by Edward Croniager, Cast: Gloria Stewart. Michael Whalen, Robert Kellard, June Storey, Paul Hurst, Leon Ames, Paul Kelly, Willard Robertson.

Jerry Cady: photographed by Edward Cronjager. Cast: Gloria Stewart. Michael Whalen. Robert Kellard, June Storey, Paul Hurst, Leon Ames, Paul Kelly, Willard Robertson.

"MR. MOTO'S GAMBLE." produced by John Stone; directed by James Thiling; original screen play by Charles Belden and Jerry Cady; based on character created by John P. Marquand; photographed by Lucien Andriot Cast: Peter Lorre, Keye Luic, Dick Baldwin, Lynn Bari, Douglas Fowley, Jayne Regan, Charles Williams, Harold Huber, Maxie Rosenbloom, John Hamilton, George E. Stone, Bernard Nædell:

"A TRIP TO PARIS' (Jones Family feature), produced by Max Golden; directed by Malcolm St. Clair; original screen play by Robert Ellis and Helen Logan; photographed by Edward Snyder. Cast. Jed Prouty, Spring Byington, Shriley Deane, Kenneth Howell, June Carlson, George Ernest, Billy Mahan, Russell Gleason, Harold Riuber, Nedda Harrigan, Flores Roberts, Marvin Stephens, Summer Getchell, Jack Fennick, Helen Valkis, Andre P. Marsandon.

### 20th-Fox Pictures Now in Production

\*\*RIDNAPPED.\*\* produced by Kenneth Macgowan: directed by Al Werker; no writing credits as yet available. Cast: Warner Baxter, Arleen Whelan, Freddie Bartholomew. John Carradine, Leon Ames, Robert Allen, Miles Mander E. E. Clive, Donald Haines, Halph Forbes. Elsa Buchanan, Billy Bevan, Moroni Olson, C. Aubrey Smith, Reginald Owen, Nigel Bruce, Arthur Hohl, Halliwell Hobbes, H. B. Warner.

\*\*FOUR MEN AND A PRAYER, produced by Kenneth Macgowan; directed by John Ford; screen play by Riehard Sherman, Sonya Levien, and Walter Ferris, from book by David Garth; photographed by Ernest Palmer, Cast: Loretta Young, Richard Greene, Reginald Denny, George Sander, William Henry, Allan Hale, David Niven, J. Edward Bromberg, C. Aubrey, Smith, Barry Fitzgerald, Claude King, Berton Churchill, John Carradine, Smith, Barry Fitzgerald, Claude King, Berton Churchill, John Carradine, Smith, Barry Fitzgerald, Claude King, Berton Churchill, John Carradine, Webnit Musselman and Jack Lait, Jt.; muste and Jirics by M. M. Musselman and Jack Lait, Jt.; muste and Jirics by R. M. Carden, Smith, Barry Fitzgerald, Claude King, Berton Churchill, John Charadine, S. Mitchell; photographed by Robert Flanck, Clast SR R. Carden, S. Martin, Marjoric Weaver, Wally-Vernon, Willam Demanest, Claude Allister, Slim Summerville, John Carradine, Berton Churchill, Faddie Collins, Paul Stanton, Francis Ford.

\*JOSETTE\*, produced by Gene Markey, directed by Alan Dwan, screeniplay by James Edward Grant; based on play by Paul Frank and Georg, Francis Form Story, by Ladislaus Vadnai, phoptographed by John Mescall, Fraser; from story by Ladislaus Vadnai, phoptographed by John Mescall, Fraser; from story by Ladislaus Vadnai, phoptographed by John Mescall, Fraser; from story by Ladislaus Vadnai, phoptographed by Harry Los Bown, Tala Birell, Paul Hurst, Jayne Regan, Lillian Forter, Paul McVey, Zeffle, Markey, William Collier, St.

Talia Bireli, Faut Hurst, some Augan, pendad to Harry Joe Brown, Tibury, William Collier, Sr.

\*ALEXANDER'S RAGTIME BAND, produced by Harry Joe Brown, directed by Henry King, screen play by Lamar Trottl and Kathryn Scolar music and lyrics by Irving Berlin, photographed by Peverell Marley. Cash Tyrone Power, Alice Faye, Don Ameche, Ethel Merman, Jack Hulloy, Marjorie Weaver, Jean Hersholt, Helen Westley, John Carradine, Douglas Hersholt, Helen Westley, John Carradine, Douglas Hong, Ley, Chiek Chandler, Faul Hurst, Wally Vernon, Eddie Collins, The Pond Men. Stanley Andrews, Jack Pennick, Robert Gleckler, Donald Kern, Barclay, Ruth Warren, the Cansinos, Ralph Dunn, Otto Fries, Harry Tyler, Sid Saylor, Ruth Terry, Tryter, MISS EROADWAY!, produced by David Hempstead, directed

Sid-Saylor, Ruth Terry.

Sid-Saylor, Ruth Terry.

\*\*ITTLE MISS BROADWAY!\* produced by David Hempstead, directed by Irving Cummings, now thing credits as yet released; photographed by by Irving Cummings, now the Computer Computer Computers, Jumpy Partner Pathur Miller. Cast Shirley Patricia Wilder, Donald Meek, El Breudel. (Continued on page 23)

### Culver City Expo

(Continued trom page 5)

only to be told that he can see the Errol Flynn costumes at the Perma-nent International Exposition of Mo-tion Picture Arts and Sciences at

nent International Exposition of Motion Picture Arts and Sciences at
Culver City
Personnel of the exposition to date
is practically 100% from Culver City
Corporation in headed, by Eugens
Donavan, publisher of the Culver
City Citizen, with Frank Whitbeck
of Metro and Mayor Arthur H. Segrell as v.p.'s, Elaine Walker; as
retary, and William Shea, publisher
of the Culver City Evening Siar
News, as trecau; Ev the board
of directors are home town boys,
being Guy Heaton and Phillip
Stephon, eity councilmen; A. M.
Campbell, president of the Culver
City school board, and William H.
Evans, Culver City contractor.
Although the corporation has 14
acres, it figures acquiring additional acreage for parking space and
the side shows. Culver City doesn't
figure on opposition developing in
Hollywood. Though opposition developed when Culver City tried to
snake the name of Hollywood, the
MG-M stronghold gets little opposition when it comes to working out
day involving the expenditure of
taxpayers' money.
Chief reason for this Is that Holly-

tion when it comes to working out a deal 'involving the expenditure of taxpayers' money.

Chief reason 'on this is that Hollywood is now a tenth part of the City of Los Angeles and as such can always be voted down in the city hall-Culver City has no such problem—the town, studing and city officials being all pals together.

Figuring that while Los Angeles is horsing around, 10 motion picture expositions could be built to take care of the gapers who come all the way to Hollywood to see if Clark Gable's ears really have to be taped back and Mae West's corsets actually have whalebone in them, Culver City is all set to grab off the biz now, 'Architectural talent identified with his industry will provide the plans, said Blaine Walker, 'the creative minds of this irdustry will provide the show, Culver City will provide the place.'

All the peasants will have to do is provide the dough

All the peasants will have to do is provide the dough.

### Admen Ogling

(Continued from page 7)

different companies and four or more advertising agencies.

Other company is Audio Produc-tions, Inc., which took over the op-eration of General Service, studios, Astoria; in order to have facilities to handle the demand. Firm is well to handle the demand. Firm is well situated to serve business because of connections. Western Electric, parent corporation of Electrical Research Products, Inc., is controlled by American Telephone & Telegraph. ERPI owns Audio and is able to offer its client's distribution via Modern Talking Picture Service, operated by former ERPI employees and reported handling much Audio product. product.

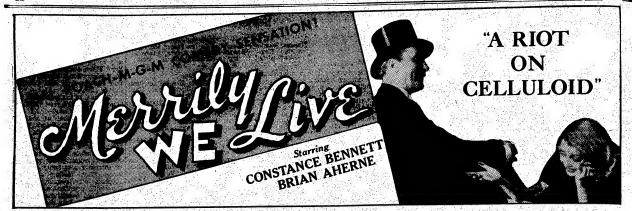
product.

Recent estimate was that the quickle subjects, running seldom over 2 minutes, already go regularly to 6,000 exhibitors. Lucky Strike, Feenamint and Evercady flashlight recently have used them.

to 6,000 exhibitors. Lucky Strike, Feenamint and Eveready flashlight recently have used them.

Influx of advertising films doubtlessly will be combated by the Hays office and other industry organizations. Will Hays less than two years ago said that the film theatre should be reserved exclusively for entertainment. He contended that the motion picture is not a proper medium for advertising, whether this be by direct presentation of outright advertising films or by some indirect effort to present advertising films under the guise of entertainment. Attitude of the public towards the sporsored pictures was shown by the organization. Arkansas of a Society of Booers to greet advertising films on the screen. On the other hand, apparently large corporations have become constructed that they can secure theatre distribution or they would not be willing to lay out coin for elaborate productions.

willing to lay out coin for elaborate productions.
Vittorio Granini, composer-conductor, has been signed by the U.S. Sleel Corp. to act as consultant to Robert Armbroster, who will compose and conduct the score for its films. Distribution of U.S. Steels nictures has not as yet been tiled, but likely that the stress will be paid to play the film in order that wile distribution may be had. Larger houses, notably the chain theaties, ist one being maid. U.S. Steel and U.S. steel and the stress will be paid to the conduction of the c









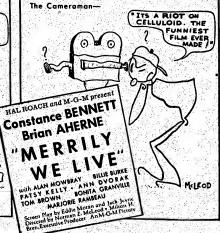












## Advance Production Chart

(Continued from page 21)

Jane Darwell, Edward Ellis, Brewster Twins, Eddie Collins, George and Olive Brasno, the Brian Sisters.

'THE BATTLE OF BROADWAY,' produced by Soi M. Wurtzel; directed by George Marshall; screen play by Lou Breslow and John Patrick; photographed by Barney McGill. Cast: Victor McLaglen, Brian Donleyy, Sammy Collen, Esther Muir. Louise Hovick, Raymord Walburn, Lynn Barl, Robert Kellard, Hattie McDaniel, Jane-Darwell.

### **United Artists**

77.44

	N/ss-ss	ber Numb	975.	Now Bal	ance to	
	of I	Pix Com	- Shoot-	in Be	Before	Prepara-
Samuel Goldw	yn 6	ised plete 6	d ing	Rooms C	ameras	tion 6
Alexander Kor Selznick		0 3				•
Walter Wange		3 0	1		4	5
London Films		1	•	. •	. <b>7</b> )	. inc. \$ 110
Total	34		1	. 0	20	30

THE RIVER IS BLUE, produced by Walter Wanger; directed by William Dieterle; original screen play by John Howard Lawson and Clifford Odets: photographed by Rudolph Mate. Cast: Henry Fonda, Madeleine Carroll, Leo Carrillo, John Halliday, Vladimir Sokoloff, Robert Warwick, Reginald Denny, Katharine DeMille, Peter Godfrey.

### Universal

a de	Smith land.	1. 1. 1. 1. 1. 1.		Now	Balance to	
			lumber N		Be Placed	Stories in
1527	100 100	of Pix	Com- Sh	oot Cutting		
# 1 W 1 S			pleted i	ng Rooms	Cameras	tion
Total		50	26	4	16	13
. In a section						

Pictures in the cutting rooms or availing previews:

\*\*SORBER 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 Yan Siyke, Frank Ellis.

\*\*THE CRIME OF DR. HALLETT.\*\* produced by Edmund Grainger; directed by S. Sylvan Simon; screen play by Lester Cole and Brown Holmer
from original by Cole and Charles Breher; photographed by Milton Krasner. Cast: Ralph Bellamy, William Gargan, Barbara Read, Charles StevJohn King.

John King.

"GOODEVE, 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 Kent, Donald Meek, Frank Jenks, Tommy Riggs, Jed Prouty, Willie Best, Del Henderson, Jack Dalcy, Henry Roquemore, Edgar Dearing.

Roquemore, Edgar Dearing.

"STATE POLICE," produced by Trem Carr: directed by John Rawlins, original screen play by George Waggner. Cast: John King, Connie Moore David Oliver, William Lundigan, Larry Blake, George Cleveland, Charles Wilson, Joseph Crehan, Pierre Walkin, Billy Wayne, Ted Osborne, J. Farrell MacDonald, Glenn Strange, James Lucas, Roy. Mason.

rell MacDonaid, Glenn Strange, James Lucas, Roy, Mason.

Unleversal Pix Now in Production

RECKLESS LIVING, formerly titled "THE WINNER'S CIRCLE," produced by Vel Paul; directed by Frank McDonaid; soreen play by Charles
Grayson from Gerald Beaumon's original story, "When Johnny Comes
Marching Home; photographed by Elwood Bredell. Cast, Junny Savo,
Nau Grey, Robert Wilcox, William Lundigan, Frank Jenks, Samuel S,
Huds, Harry Davenport, May Boley, Harlan Briggs, Frances Robinson,
Chester Clute, George Meeker.

Chester Clute, George Meeker.

"NURSE FROM BROOKLINA", produced by Edmund Grainger; directed by S. Sylvan Simon; screen play by Roy Chanslor from Steve Fisher's magazine story, 'If You Break My Heart; photographed by Millon Krassmagazine story, 'If You Break My Heart; photographed by Millon Krassmagazine story, 'If You Break My Heart; photographed by Millon Krassmagazine story, 'Brown My Heart; photographed by Millon Krassmagazine story, 'Brown My Heart; photographed by Millon Royale. Charles Sullivan, Howard Christle.

Levis, Story and screen play by Harry, O. Hoyt; photographed by Harry Neumanni.

Cast: Bob Baker, Constance Moore, Fuzzy Knight, Earl Hodgins, Glenn Strange, Forrest Taylor, Jack Kirk.

### Warners

Now Balance to
Now In Be Placed Stories in
Shoot Cutting Before Preparaing Rooms Cameras tion
7 11 8 18

Number Number of Pix Comof Pix Comof Pix Comof Pix Comof Pix Comof Pix Comof Pix Shoot- Cutting Before PreparaPromised Pixed ing Rooms Cameras itom
Pictures in the cutting rooms or awaiting previews are:
"WOMEN ARE LIKE THAT, formerly stilled "HIS WOMAN IS DANGEROUS," and 'BETURN 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
Eldredge. Thurston Hall, Grant Mitchell.

"BLONDES AT WORK," produced by Bryan Foy; directed by Frack'
McDonald; original scree: play by Albert Demond; photographed by Warfen Lynch, Cast: Glende Farrell, Barton MacLane, Tom Kennedy, Rosella
Towne, Donald Briggs, Kenneth Harlan, Carole Landis.

"MYSTERY OF HUNTING'S END, produced by Bryan Foy; associate
Gordon Hollingshead; directed by Nocl Smith: original story by Mignon
C. Eberhart; screen: play by Sherman, Lowe; photographed by L. William
O'Connell. Cast: Dick Purcell, June Travis, Eispeth Dudgeon, Anthony
Averille, Ben Weldon, Mary Maguire. William Hopper, Anderson Lawior,
Shelia Bromley, Hugh O'Connell, Trevor Bardette, Dennie Moore.

TORCHY BLANE IN FANAMA, produced by Bryan Foy; directed by

Sheila Bromley, Hugh O'Connell, Trevor Bardette, Dennie Moore.

"TORCHY BLANE IN PANAMA," produced by Blyan Roy, directed by William, Clemens, screen play by George Bricker, original story by Anthony Coldeway, photographed by Warren Lynch. Cast. Paul. Kelly. Lola Lane, Hugh O'Connell, James Nolan, Latry Williams, Tom Acanedy, Fratik Shaunon, John Ridgeley, Anthony Averill, Frank Orth, Jack Gondrich, Betty Compson, Joe Cunningham, George Guil, Jimmy Conlon, George Lloyd, George Regas, John Harron, Jack Mower.

THE ADVENTURES OF ROBIN HOOD' (in Technicolor), produced by Henry Blanke; directed by Michael Curtiz and William Keighley, original screen play by Norman Reilly Raine and Seton I. Miller, Photographed by Tony Gaudio. Cast; Errol Flynn, Olivia de Havilland, Ian Himter, Claude Rains, Basil Rathbone, Patric Knowles, Altan Hale, Eugene Pallette, Medville Cooper, Herbert Mundin.

\*\*JEZEBELL produced by Henry Blanke; directed by William Wyler.

ville Cooper, Herbert Mundin.

"JEZBELL, 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 Heller. Cast. Bette Davis, Itensy Fonds, George Brent, Margaret Lindsay, Fay Bainter, Henry ONeil: Donald Crisp, Gordon Oliver, Richard Croinwell, Spring Byington.

"POOLS FOR SCANDAL, formerly tilled "FOOD FOR SCANDAL," produced and directed by Mervyn LeRoy; screen play by Herb and Joe Fields, Diolographed by Theodore Tetzlail. Cast: Carole Lomhard, Fernand Gravet, Ralph Bellamy, Allen Jenkins, Isabel Jeans, Marie Wilson, Marcia Ralston.

MEN ARE SUCH FOOLS, produced by David Lewis, directed by Busby

Berkeley; screen play by Norman Relly Raine and Horace Jackson; from magazine story by Faith Baldwin; photographed by Sid Hickox. Cast. When Morris, Priscilla Lanc, Humphrey Bogart, Penny Singleton, Hugh Herbert, Marcia Raiston, Gene Lockhart, Kathleen Lockhart, Johnnie Davis, Donald Briggs, Mona Barrie, Reine Riano, Claude Allister, James Nolan, Tennero's Boublet Troublete, produced by Bryan Foy; directed by Lew Seiler; original screen play by Crane Wilbur and Ernest Booth; photographed by Arthur, Todd. Cast: Billy Mauch, Bobby 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 Cumingham,

Sonny Bupp, Jackie Morrow, Donald Hulburt, Jerry Tueker, Jack Cumingham,

"COWBOY FROM BROOKLYN," formerly tilled 'DUDE RANCHER, produced by Lou Edelman; directed by Lloyd Bacon; sercen play by Earl Baldwin from play by Louis Pelletier, Jr., and Robert Sloane; photographed by Arthur Edeson. Cast: Dick Powell, Priscilla Lane, Pat O'Brien, Dick Foran Ann Sheridan, Ronald Rengan, Hobart Cavanaugh, Emma Dunn, Bernelden, Ronald Rengan, Hobart Cavanaugh, Emma Dunn, Stephenson, Harry Barris, Candela, Kay Obinson, Cliff Som, Dorder, Vaughn, Sam Hayes, May Boley, Johnnie Davis, Jimmy Fox, Elizabeth, Risdon, Jack Moore, James Nolan, William Davidson, Franklin Farnun, Joe Hiestand, Ben Hendricks, Everett Vogan.

"LITTLE LADY LUCK, produced by Bryan Foy, directed by John Farrow; original screen play by Albert DeMond and George Bricker; photographed by L. William O'Connell. Cast: Ann Sheridan, John Litel, Frionk McHugh, Janet Chapman, Robert Homans, Eric Stanley, Jean Benedict, Maureen Rodin-Ryan, Lottie Williams, James Nolan, Vera Lewis, John Ridgeley, Walter, Murray, Williams, Charles Wilson, Donald Brian, Spec O'Donnell, Paul Everton, Eddie Graham, Gordon Hart.

Warners Fix Now in Production

Warners Pix Now in Production

Warners P.ix Now in Production

"CRIME SCHOOL," produced by Bryan Foy; directed by Lew Seiler; original screen play by Crane Wilbur; photographed by Arthur Todd. Cust: Humphrey Bogart, Gale Page. Dead End Boys, Paul Porcas, Helm McKeller, Dick Purcell, Weldon Heyburn, James B. Carson, Sybi Harris, Burn-Lord Bryan, Cliff Saun, Tom Wilson, Henry Otho, Jack Mower, Charles, Towbridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Joe Cunningham, Frank O'Connor, Jack Goodrieh, Bobby Jordon.

"FOUR'S A CROWD, formerly titled "ALL RIGHTS RESERVED, produced by David Lewis; directed by Michael Curtiz; sereen play by Caser, Robinson; photographed by Ernest Haller. Cast: Rosalind Russell, Errol-Flynn, Olivia de Havilland, Walter, Connolly, Spee O'Donnell, Dennie Moore, Franklin Panglorn, Ward Bond, Jaseph Crehan, Joe Cunningham, Lawrence Grant, Gloria Blondell, Carole Landis, Frank Coghlan, Jr., Al Herman, Edward McWade, Arthur Hoyt, Robert Warwick, Frank Jacquet, Stuart Holmes, William Haade, Maurice Cass, Charles Judels, Patric Knowles.

Stuart Holmes, William Haade, Maurice Cass, Charles Judels, Patric Knowles.

'GOLD DIGGERS IN PARIS,' produced by Sam Bischoff, directed by Ray Enright, original screen play by Jerry Wald, Richard Macauley and Maurice Leo; photographed by Arthur Todd. Cast: Rudy Vallee, Rossmary Lane, Hugh Herbert, Alfen Jenkins, Meiville, Cooper, Frank McHugh, Johnnie Davis, Mahel Todd, Fritz Feld, Murt Bois, Eddie Anderson, Edward Paris, Patrick, Martine, Meissen, Barley, Grown, Carole, Ladis, Diana Lewis, Pergy, Moran, Rafael Corio, Gloria Dickson, Jeffrey Sayre, Evelyn, Thawl, Charles De Ravenne.

"WHITE BANNERS,' produced by Henry Blanke, directed by Edmund, Goulding, screen play by Leonora, Coffee from the Lloyd Douglas novel, photographed by Charles Rossher. Cast: Claude Rains, Fay Bainter, Bonita Granville, Edward McWade, James Stephenson, Frank Darien, Frank Sulliard, Charles Saum, Jackie Cooper, Donald Crisp, Kay Johnson, Sally Anne, Jack Mower, Lola Cheaney, Vera Lewis, Lottie Williams, Tom Wilson, Stuart Holmes, Glen Caverder, Jean Benedict, J. Farrell MacDonald, Douglas Wood, Al Lloyd, Alice Lynden, Rex Evans, Peggy Stewart.

"THE AMAZING DR. CLITTERHOUSE," produced by Robert Lord; di-

Douglas Wood, Al Lloyd, Alice Lynden, Rex Evans, Peggy Stewart.

"THE AMAZING DR. CLITTERHOUSE," produced by Robert Lord; directed by Anatole Lityals; screen play by John Wexley and John Huston; from play by Barre Lyndon, photographed by Tony Gaudio. Cast: Edward G. Robinson, Claire Trevor, Humphrey Bogart, Allen Jenkins, Gale Page, Donald Crisp, Maxie Rosenbloom, Curt Bois, Bert Hanlon, Ward Bond, Vladimir Sokoloff, Robert Homans.

Viadimir Sokoloff, Robert Homans.

"SPORETS OF AN ACTREES," formerly titled WOMAN. HABBT, formerly titled "LOYELY LADY; produced by David Lewis, directed by Winder LOYELY LADY; produced by David Lewis, directed by Winder Loyely LADY; produced by David Lewis, directed by Winder Laure Land Hunter, Gloria Dickson, Isabel Jeans, Dennie Moore, Gloria Dilokson, Isabel Jeans, Dennie Moore, Gloria Blondell, Rosella Towne, John Ridgeley, Penny Singleton, Larry Williams, Selmer Jackson, Herbert Rawlinson, Emmet Vogan, James B. Carson.

"WHEN WEEK YOU BORN?" produced by Bryan Foy, directed by William McGann; original screen play by Dr. Manley P. Hall and Anthony Coldeway, photographed by L. William O'Connell. Cast: Anna May Wong, Margaret Lindsay, Lola Lane, Anthony Averill, Larry, Williams, Charles Wilson, Frank Jaquet, James Stephenson, Eric Stanley, Maurice Cass, Leonard Mudie.

## **Inside Stuff—Pictures**

(Continued from page 10)

parties last Friday (4) when a Gay Nineties show was staged at Caravel headquarters on Fifth avenue, N. Y. Special rooms were fitted up to carry out this motif, with waiters and attendants in costume and Half Moon Hotel band for music in sawdust-floor bar. Estimated that cost of party, which ran from 3 p.m. until late that night, ran into figures equalling any recent ones tossed by major picture firms. Showings of pictures were held every 15 minutes in special projection room.

News stories now coming from the Sino-Japanese struggle are so routine that hone of five newspeel componies has obtained a notable elip in weeks. Two factors have combined to drag down the calibre of the material. One is that the fighting between Japs and Chinese forces has spread to such a broad front that no pictorially big stuff is available. Other is that the newsreel cameramen are virtually barred, from Jap side since the Panay sinking was pholographed. Chinese side currently rated entirely too preceiving a war for examples and precarious even for cameraman.

Paramount is not reimbursed by the U. S. for the physical distribution of the Government-made featurette. The River. Neil Agnew states Par does not profit in any way commercially from the Pare Lorentz picture, the company, as a good will gesture, distributing River entirely free of all charges. Covernment pays for the shipping ordinarily borne by

The Marx Bros. have been eliminated from the plagfarism suit for \$75,000 by two writers who change their 'High Fever' was lifted in part and produced by Metro. 'A Day at the Races.' Action, by agreement between counsel for both sides, leaves only Metro and Loew's defendants. Studio writers and Al Lewin, MG producer, also exonerated.

Mason City (Ia.) Globe-Gazette, through its motion picture editor, David B. Kaulman, has inaugurated nationwide survey of throughout the U.S., and will review the various film sections of these papers. It's a stunt on the part of the motion picture department, their purpose to learn just what amount of space sheets are generally giving the theatres.

Belief that 'Mad About Music' will pull U out of the red vindicates Holly-wood bunch which believed that some Coast studio could top 'Madchen In Uniform' if they tried long cooligh. Girls Dormitory didn't quite mail it, but 'Mad About Music' sains the setting of a Swiss school and a sweeter, cleaner story, is already rated Deama Durbin's best.

All four shorts studios in New York are at work flus week. Paramount Warner, Mentone and Christie units have two-regler. ber of performers used totals around 130.

Jack Warner has been named a director of the California All Year club. First from the picture fudustry to make the directorate.

### New RKO Plan

(Continued from page 3)

and probably will meet another \$7 arrears dividend this year.

Under the Mechan interests (Malcolin Kingsburg, vice chairman, and Leon Goldberg, treasurer, K-A-O has built up a substantial cash rehas built up a substantial cash reserve may serve. That eash reserve may amount to around \$2,000,000, it is estimated. That's what RKO's downtown end seems to be after. It's worth angling for. RKO needs plenty cash.

plenty cash.

For the first quarter, this year, K-A-O may show a net of around \$300,000. For 1937, its net may run to around \$1,300,000

RKO's net (exclusive of K-A.O) for 1937 may be roughly around \$1,100,000, of which amount \$500,000 is from other theatre divisions of the company.

### New Capital Setup

The probable new capital setup of RKO may run to around \$43,000,000, inclusive of the aforementioned \$5,000,000 bond issue.

This includes around \$12,000,000 of This includes around \$12,000,000 of a new 6% chmulative, convortible preferred stock issue, possibly to be recommended, and around 2,700,000 shares of new common. The old plan called for an authorized issue of

plan called for an authorized issue of 4,900,000 shares of new common. The new preferred would be distributable to secured creditors such as present debenture holders, on the basis of \$100 in new preferred for cach \$100 amount of present debentures. They would receive additionally several shares of new common. Unsecured creditors would receive 10 shares of new common for each \$100 amount of their claims.

Pre umably the Rockefellers.

Pre um ably the Rocketellers would receive 500,000 shares of new common, for their \$9,100,000 claim. This appears to be on par with the settlement recommendations as contained in Special Master George W. Alger's reports, on the old plan.

The old plan, conceived under At-las Corp. (Floyd Odlum) auspices, had to be attered because RKO con-ditions changed. Earnings shifted for the worse since the old plan was formulated.

Present c o m m o n shareholders, would get one share of new common. They also would receive warrants for purchasing an additional 4 share. Rate of purchase not known. Of the present common, Atlas owns or controls 48%. Of the

resent debentures, Atlas owns, controls 40%.

Total amount of claims against RKO probably aggregate \$26,000,000.

Of this amount around \$13,000,000 is unsecured, inclusive of the R. C. claim.

Whether these aformentioned con-Whether these atormenuous con-ditions are those ultimately decided upon and put into RKO's new plain for adoption by creditors and the court's okay can be hardly taken for

RKO's fate actually rests with non-RKO's fate actually rests with non-showmen. Their viewpoints are un-predictable. Whether RKO reor-ganizes under 77b lies with Floyd odlium principally. His prestige and influence has been somewhat dented in the RKO situation, by the trustee. As the situation seems to be. Odlium, David Sarnoff and the Rocketellers understand one anoliner on the re-organization scheme. What other creditors feel is not known. At the last hearing, Federal Judge William O. Bondy so much as stated that it's reorganization or else for RKO. The Irving Trust Co. has been run-

The Irving Trust Co. has been run-ning RKO for five years, since ceivership, in January, 1933.

### STORY BUYS

Hollywood, Marth 8. Metro purchased Margaret Culkin anning's mag serial, Enemy Terr

tory. Marco bought by Page's Fast Company' y Metro from Dodd, Mead

bought by Metro from Dodd, Mead-galley proofs.

Alan Antie, French author, sold his Stolen Life to Elizabeth Beginer for an English production.

A. K. Denny and Erwin Shapin-drew a Metro check for their Malic a Play for Love.

### CONTRACTS

Hollywood, March 8

Janet Shaw, nee Ellen Clancy, had er option, litted by Warner her option, litted by Wayner 4. Metro, tank, over and extended Lana. Turner's contract, former's held by Mersyn Ledoy.

Kay Sutton's contract benessed for another six months by fisto.

Les Goodwins and Jean Varibus-ough, fisto shorts directors, handed new agreements.

new agreements.

Eugene Borden drew two-pictural player contract from 20th-Fox.

# A TRIBUTE TO GENIUS

I rarely sign my name to advertisements, but I insisted that this

advertisement be a personal message from me to exhibitors.

I have just seen "Rebecca of Sunnybrook Farm," and words cannot fully express my enthusiasm for this great picture. From every angle it is definitely not only Shirley Temple's best to date, but is one

of the finest pictures our company has ever made. Shirley, herself, has never been more appealing. Furthermore,

the picture is made to order for adults. The cast is a cast of grownups—grown-ups not only with name appeal, but also with great acting ability. All of them, whether they make love, sing or dance, give

The story, too, is strong in adult appeal. Darryl Zanuck has stream. exceptional performances.

lined Sunnybrook Farm by putting in a modern Radio Center. He has filled it with romance, comedy and up-to-the-minute songs and dances. Those songs, I believe, are among the finest I have ever heard in a

musical.

But the best proof of "Rebecca's" quality is seeing it. Therefore, we have arranged special trade screenings in all our exchanges. Every exhibitor who has booked this picture

should see it at these screenings.

(Signed) SWWW

President, 20th Century-Fox



Shirley REBECCA OF SUNNYBROOK FARM

WITH RANDOLPH SCOTT BROOKS . HELEN WESTLEY . SLIM SUMMERVILLE RAYMOND SCOTT QUINTET JACK HALEY J. EDWARD BROMBERG BILL ROBINSON ALAN DINEHART Directed by Allan Dwan

Darryl F. Zanuck



# POOR PIX FORCE DUALING

# U. S. Army and Navy Depts. Chilling [EXHIBS MUST] Towards Hollywood's 'Service' Cycle

Hollywood March 8 Tendency to exaggerate in pictures dealing with the naval and military , coupled with a decided superi-

ority complex on the part of Holly-wood toward liaison officers assigned wood toward instant of the same of the such pictures, is cooling the cam-araderie which has previously ex-isted between the studios and the service branches.

Studios have sold services the idea

Studios have sold services the idea that almost any picture they make will prove to be good publicity for the fighting departments of the government, but even the brass hals are beginning to doubt the good will generated by pictures whose hoke goes so far from fact as to become

hooey.
When it's explained to staff officers

When it's explained to staff officers that pictures go melodramatic because the public likes them that way and that, after all, making pictures biz, the gold-braiders feel the same sort of guys who sold the army leaky raincoats in the last war are now talking pictures to them.

The fact that the service arms are geared for service and not for profit, while the studior are geared for profit and not for service, becomes clearer the more they try to talk out their objections to the way the men in the services are stooged in pictures;

res. at feuding goes on between the

men in the services are stooged in pictures.

That feuding goes on between the protures.

That feuding goes on between the protuces.

That feuding goes on between the protuces of service none denies, The Navy, being bigger than the Army, and the Marines, who can afford to be neutral in the matter, believe it's because there's more snobbery among the Naval officers than among the Army men and for that reason favor the Army men themselves.

The objection of both the Marines and Army officers to Hollywood is that the studies seem to pick up the worst features of the Navy when making Army features. One officer told of being patronized by every-body from the director down on a recent picture. He said the trouble was that when the picture unit arrived at the Army post they were stuck with a particular technical problem and the commanding officer asked him if he would mind helping the unit out of its difficulty. Without the formality of introduction, even putting on his props of rank, the officer pictude in to help the unit. In a little while he noticed he was being ordered around like a prop boy and the attitude was so uniform, as not to be an accident. The picture unit to a man was assuming he was an enlisted mechanic merely because he was dressed like.

Film Snebbery

While in the midst of this an enlisted man came up, saluted and adressed him as 'Captain'. Immediately there was a change in the attitude of the entire unit toward him. The incident convinced him that Hollywood had more snobs and heels in its personnel than a Fifth Avenue club- and from that moment on he doubted that they could present the military arm in a sympathetic manner to the millions who pay the defence bills.

ner to the millions who pay the defence bills.

Lafer the situation became even more ludicrous, when the picture it learned that their original mistake wasn't more than half of it. The captain they patronized, as an enlisted man wasn't merely a captai. He was a direct descendant of one of the outstanding heroes of American history and a technical genius in his own right.

Studio in question has been plan-

genius in his own right.

Studio in question has been planing to make a picture around his
ancestor and so when they found
out who he was they began falling,
all over him. As for the captain,
when he learned the reason for the
change in attitude toward him, his
earlier resentment turned to ironic
laughter.

The ancestor to his many ancestor to

### N. Y. Par Theatre Bldg. Loss in 1937, \$254.374

LOSS III 1951, 34.04,014
Although income from operations covering the Paramount building, N. Y., and the theatre forming a part of it ran to \$1.007.034 for 1937, a loss of \$254.374 for the period ocurred. Of this amount, \$236.852 is given as net operating loss on the building, including the theatre of which Paramount Broadway Corp. is the landlord, while \$17.521 is shown as loss on sale of capital assets.

sets.

Par Broadway, a link in the Paramount, Publix Corp., which underwent reorganization, rents the Par theatre to Par Pictures, Inc., as well as office and other space in the building.

With the deficit of 1937 added to the previous existing deficit and deduction made to cover discount on bonds purchased during the year as well, as bond discount and expense coulded to the control of the previous control of the previous processes.

well as bond discount and expense applied to this, the deficit at Dec. 21 last stood at \$449,143.

### TRADING STAMP HYPO SPREADS IN ST. LOUIS

St. Louis, March 8.

The chain of nabe theatres in the north and northwestern section of the city owned and operated Clarence Kaimann, an indie, has followed Fanchon & Marco into the film trading stamp field as a b.o. hypo. Kaimann's plan of redeeming the trading stamps obtained with purtrading stamps obtained with purchases at retail stores, having a hookup with the houses, closely follows that recently put into effect by F&M's big berthas, the Fox, Missour; St. Louis and Ambassador and the 31 nabes operated by F&M through the St. Louis Amus, Co.

Other-indic operators who have not taken up the trading stamp scheme are reported to be readying for a big giveaway splurge as a means of offsetting the trading stamp idea.

### Rector's Assault Trial

Los Angeles, March 8.

Trial by jury for Dave Rector, on charges of assault and battery preferred by R. L. Haywood, has been döcketed in municipal court here for April 4. Theatre owner pleaded not guilty at his preliminary hearing.

Rector, one of the operators of the Gordon theatre, is accused by Haywood, business representative of Mo-

wood, business representative of Mo-tion Picture Operators, local 150, with assaulting him on the night of Feb. 9.

discussed it with his fellow officers discussed it with his fellow officers, the more the captain was inclined to give the studios no cooperation whatever. In fact, out of these discussions came the belief that the government might do well to clamp down on letting Hollywood stooge the service arms under the pretense of furthering patriotic feelings in the breast of the peasantry, when actually not interested in anything but grosses.

### Washington, March 8

Army and Navy departments are clamping down on films laid against backgrounds revealing the inner workings of the land, air and sea branches of the nation's defensive forces, with Metro's 'Test Pilot' un-derstood to be one of the last to be given the nod by Washington.

### Hollywood, March 8.

laughter:

The ancestor to him was a magnificent rogue who might appeal to a picture producer but by no means the sort of hero to feed to schoolboys. He belonged to the time of the tobber barons and thought and acted like them.

The more he thought about it and

# TWIN WEAKIES

They Argue That Abundance of Inferior Film Product, Geared for the Dualers, Forces Them Into Pairing Em, in Order to Use Up

60-75% NOW DUAL

Despite various polls and movements for single feature programs dual bills are increasing through-out the U.S. At least 60% of all theatres now are regularly using double films, while other estimates aver dualers to represent 75% of the total.

Double featuring currently is go-ing through a secondary phase, ac-cording to trade appraisal. This category finds houses being forced

ing through a secondary phase, according to trade appraisal. This category finds houses being forced to run dual bills though the exhibitor does not need them, disapproves of them, nor is it because competing theatres are forcing him into it. It is only that current production is geared now that the national supply is for twin bills.

Such status finds the exhibitor with a certain amount of minor product not sufficiently strong to play single bill. And even if these secondary productions were a little better, average exhib claims the short features are of such low quality that he can't get enough to fill programs. Thus to get rid of programmers, he must dual, not only or reduce his supply, but also to hold his attendance.

Industry leaders claim that until some means is found of placing a curb on unrestricted dualing, the same vicious cycle will continue. Such cycle sees larger and circuit houses going double feature to meet independent compotish, and all producers gearing their schedules to fill the needs of this competitive situation.

### Illegal to Single 'Em?

Illegal to Single 'Em'?

Latest moves by 20th-Fox on 'In Old Chicago' and RKO on 'Snow White' in stipulating that these pictures can't go double bills is seen as a ray of hope for solo feature boosters. Reasoning is that the distributor able to do this through a licensing agreement, there is no reason why they can't put the same restraint on double bills. However, the catch is that some attorneys are dubious if it is legally possible to designate what pictures can't be shown on a double feature program.

can't be shown on a double feature program.

Distributors in the past have contended, and with reason, that there was no way of curbing the dualing practice by means of contract provisions. They simply point to the Philadelphia suit, still pending, as an example of what happens in such instances.

such instances.
Exhibitors, who may be opposed to a double-feature policy, claim that their program requirements make it necessary to go dual because some pictures are so weak they would be unable to get business if played solo.

### McKay Joins Rosy

McKay Joins Rosy
Judge Willard S. McKay, who announced several weeks ago that he
was leaving Universal as chief counsel, enters private practice March 15
in association with Sol Rosenblatt
and William Jaffee.
He continues as special U counsel,
and chief counsel for Schibe circuit.

### 'Fran Fran's' Vis- -Vis

Hollywood, March 8:
Luise Rainer will have Melvyn
Douglas as her leading man in
Metro's Mile. Frau-Frau, formerly
littled Toy Wife. Richard Thorpe has
been handed the directorial assignment.

Merian C. Cooper will produce.

Horman Goes Small
Hollywood, March 8.

Edward Small has signed Arthur,
Horman to write original screen
play.

Picture will be made as one of first
under Small's new releasing contract
with United Artists.

# Chi's 150-Minute Maximum as Idea To Legally Estop Marathon Pix

### Miss Landi Compromises With Uncle Sam for \$1,089

Washington, March 8.

Washington, March 8.

Revenoers cut another notch in their guns this week when Elissa Landi, film actress, compromised with the Internal Revenue Bureau about deducting from income tax return amounts spent for entertainment and palm-greasing.

Board of Tax Appeals revealed Monday (7) that the filmer had agreed to pay \$1,089 more on her 1934 tax and the Government was dropping claim to \$2,373. The Bureau had rejected deduction, amounting to nearly \$1,000 for entertainment and gratuities to studio people, well as \$2,653 written off for wardrobe and \$62 claimed for a maid to soothe her temperament.

### **NEWSREELS' CONTACT** AT N. Y. WORLD'S FAIR

Purportedly alarmed at modicum of news on New York World's Fairbeing handled by the five newsreels. Grover Whalen huddled with newsreel executives last week to clarify situation. Result is that a special newsreel representative attached to the press, department and on the Fair's payroll shortly will be named, his task being to keep steady flow of 'reel' stories to the five newsreels.

of 'reel' stories to the five newsreels.

Newsreel officials said that some
such contact man familiar with newsreel requirements and ability to differentiate between news and advertising would bring about improvedcoverage. Terry Turner, formerly
with RKO; Sidney McKean, at one
time with Paramount and more r cently with March of Time', and
Claude Collins, lately with Pathe
job though there are at least four
other candidates for the spot.

While all the newsreels desire to
see an experienced newsreel executive in this exposition spot, thus far
no agreement has been reached
among them. Fair management left,
it up to them to pick a suitable man.
Probable that, a huddle at the Hays
office this week may bring about a
satisfactory solution.

### S.E.C. Lists Few Deals

Washington, March 8.

Washington, March 8. Few important transactions by film company insiders during January were unveiled last week in the latest sein-monthly Securities and Exchange Commission report.

Small sale on behalf of the three Warner brothers was listed, while John D. Hertz, Paramount director, resumed activity on modest scale. Renraw, Inc., holding firm for the WB trio, peddled 700 preferred shares, cutting that account to 12,800. Hertz reported Lehman Bros. of which he is a pariner, got rid of 1,853. Par. 2nd. preferred in two bunches, keeping 2,700 in the portfolio.

Loew: Boston Theatres stock con-

Loew Boston Theatres stock continued to move slowly into the hands of the parent Loew's Inc., picked up another seven common tickets bringing the total to 98.552. Crand National poke of Kirk W. Todd, of Pittsburgh, was sliced to 150 common shares via sale of 100 ducats. Loew! Boston Theatres stock con

Todd, of Pittsburgh, was sileced to 150 common, shures via sale of 100 ducats.

Pair of new film company insiders reported no investment in their com-panies. Leon Frontess of New York, Monogram officer, and Mat-thew. Fox of New York, Universal

### Horman Goes Small

Chicago, March 8.
Latest move on the part of the independent theatres which are trying to do away with double features a proposal to limit the length of any

to do away with double features a proposal to limit the length of any show in Cook County to two and one-half hours. Since the majority of programs with double pictures usually run somewhat over three usually run somewhat over three hours, it is fell that this limitation of program time would force the elimination of double features.

Question now is as, to the processal in operation. Immediate thought which has come to the indies 'minds, is 'the possibility of securing a city ordinance restricting the shows to the 150-minute length, perhaps on the grounds of public health. While the theatres hesitate to bring up any health angle, the indies are ready even to go to that extreme if it would do away with the twin pictures.

On the other hand, a recent move on the part of some indie leaders to have double bills eliminated by the city council on the grounds that they are injurious to the public health met with no success whatever. Health board president, Dr. Herman Bundesen, even went so far as to issue statement that double features were

with no success whatever. Health board president, Dr. Herman Bundesen, even went so far as to issue statement that double features were unhealthful and the corporation council could bar doubles on that ground, but no action was taken by the city. If there is special open meeting called by the committee on double features brought so few participants that the meeting lasted only, there minutes. Even the Parent-Teachers council which had been cracking the newspapers with continuous publicity failed to take any action whatever at the open meeting. This was a severe blow, since it had been expected that the housewife element would serve as the big wedge to break up the doubles. When this group backed away from the situation, the whole thing stagged in the middle.

M.D.'s and the B.O.

### M.D.'s and the B.O.

whole thing sagged in the iniddle.

M.D's and the B.O.

Health angle continues to the the outstanding twist on which it is hoped to do away with doubles at this time, since there appears to be a strong determination on the part of Balaban & Katz, the father of the present double feature epidemic, to continue on that policy.

Both sides of the question have lined up medicos to give their professional opinions in the matter. The anti-twin bill mob had doctors lined up against doubles, while the prodouble faction has as many doctors to the thind the side of the small film exchanges went on the nut to secure the services of doctors, to testify in favor of twin pictures, to testify in favor of twin pictures, to testify in favor of twin pictures, since, they have a fine source of revenue from bargain flickers. During the single feature or at these small exchanges had few outlets, but with doubles in practice, they find their product sought after by practically all theatres. Due to many change, a week, and a recent tendency towards even triple features in competitive situations, it's been a bull market.

Radio Poll on Duals

### Radio Poll on Duals

Radio Poll, on Duals

Miwaukee, March 8.
Campaign starting here against double features following account folicing of anti-double feature campaign there. Parents-Teachers Association and other wroups entering the fray, and complaining against twin pictures.

Plenty of public discussion, but the circuit houses doing fittle about the tree is talteing a sound truck argues and question the their argues and question the their and con in the twin flicker problem.

### BROWER'S RACER

Hollywood, March 8.
Otto Brower will direct 20th Fo
Racing Blood, which gets under way
March 10 with Lynn Bari and Maryin

Stephens heading the cast Picture marks Jerry Hoffman's de-but as a producer.

# Howard on British 'Angel' Trouble In Pix; Thinks Quota Surefire Hypo

The British film industry is groggy but not out, according to director
William K. Howard, recently returned from what he describes as a
'grim winter' with an English studio. 'Grim,' says Mr. Howard, because he was forced to stand, by and see a great big beautiful organization gradually disintegrate for lack of proper guidance. He feels that the industry is only temporarily out on its feet, however, and believes strongly enough in its recuperative powers to go right back for more, after a flying trip to Hollywood.

after a flying trip to Hollywood.

He gives 'angel' trouble as one of
the reasons for the nervous breakdown of British films. Not that the
pictures lacked backing, but the
backers lacked picture experience.
Being babes in the film woods they
were open to a number of suggestions
which never should have been made.
One in particular should be described in Howard's own words.

scribed in Howard's own words.

The recent attempt of British film company to buy into an America's distributing firm, in order to assure an American market for its product, was one of the most tragically amusing bits of stupidity I ever observed. This was a cart-before-the-horse move, which would rapidly get them nowhere, according to Howard.

to Howard.

If you begin with a good picture, you'll have no trouble getting a theatre to exhibit it in. If the picture doesn't register, you can't dispose of it. You can buy the whole distributing company and a string of theatres besides, but you can't subsidize the public.

### Technicians Okay

Technicians Okay

What may be called a lack of
judgment that so seriously affected
the making of pictures in England
was very distressing to me for many
reasons. One because I have never
worked with finer people than those
in the British studios. The technicians are comparable to those any-

where, and the actors are loyal and cooperative. Mismanagemet re-sulted in the waste of a lot of hard work and fine talent.

work and nne talent.

The new quota law, requiring all
American film concerns to make a
certain percentage of 'A' pictures,
instead of the quickies previously
required, will be a definite shot in
the arm for British films, Howard
believes.

His next scheduled pictures are 'Jamaica Inn' and 'White Gold,' both with Charles Laughton,

with Charles Laughton.

In spite of his warm feeling for the people on the other side, Mr. Howard weathered two years in London without acquiring a trace of broad A, or a yen, for tea. Only British influence was the adoption of heavy flamet painmas, dictated by the damp chill of London winters.

### Moss' Art Films And/Or Revue Policy on L. I.

With a view toward establishing a string of suburban houses devoted to foreign and arty films exclusively, B. S. Moss has acquired a small 435-seat house in Cedarhurst, L. I. Formerly a WPA legiter, theatre will debut the new policy in late April following its redecoration and the installation of new mechanical equipment. If successful, it will be the first of a planned circuit.

Product for the outlet will come direct from New York first run stands. Moss already owns one house in Cedarhurst and further plans call for the production of musicals using name leads as a draw during the summer months when biz is off. This would be accomplished by closing one house to films, selection depending on the response accorded the live shows as Moss; current spot has a larger seating capacity than his more recent acquisition.

### WB Mgrs. Get Told All There Is to Know

Hollywood, March 8.

Real estate, booking and advertis-ing problems were discussed by 30 Warners' Pacific Coast theatre man-agers, gathered last week at the Bur-bank studio, where they also glimpsed new product.

Speakers at the sessions included L. J. Halper, Coast manager, Port Major, Frank Blount, Mort Goodman, Carl Walker and Ben Wallerstei

### N. Y. Chimp Screen-Tested To Succeed Late 'Jiggs'

Doeth of Jiggs, veteran chimpan-zee, on the Coast is responsible for Paramount giving 4-year-old chimp in Central Park zoo the once-over this week. Bearing the tag of Fat Anna, the animal was given usual screen makeup cameras ground chimp doing its best tricks. Capt. Ronald Cheney Stout, head of N. Y. zoo, described the park actor as one of three living chimps able to qualify for-screen.

Hollywood, March 8.
'Jiggs' 8-year-old screen chimpan-zee, is dead, the victim of pneu-monia following completion of his role in Paramount's 'Her Jungle Love.'

Ape, which has worked in dozens of pictures, earned \$100 a day for his owner, Mrs. Jacquiline Gentry.

### Execs as Contacts

(Continued from page 7)

retary of SWG membership com-mittee, urging P. G. Wodehouse to resign from SP.

SWG has now been granted com-plete autonomy from Authors League of America, and has filed papers as a California corporation. New by-laws for organization have been sub-mitted to executive council of A.L. and as soon as these are approve they will be submitted to SWG men bership, and latter will be officially on its own. Legal actions for SWG were successfully prosecuted by At-torney Leonard S. Janofsky.

### Actors Go It Alone

Screen Actors Guild has nixed parcipation in Studio Unemployment onference. Kenneth Thomson, SAG executive secretary, in letter to Jack Holen, president of Motion Picture Painters Local 644 and chairman of Painters Local 644 and chairman of studio unemployment, committee, said actors preferred to handle own unemployment situation. Thomson said problems of actors were more complex than those of ordinary craft and that he did not believe affiliation with conference would aid either the actors or other film crafts.

the actors or other film crafts.

In the meantime SAG has tilted fine levied against Wallace Beery from \$250 to \$500. Player must pay, this assessment before SAG will consider his application for membership. Controversy started when Beery assertedly ignored instructions of Actors Equity Association to apply for membership in the Guild.

Beery is now on his case to the same service to

Beery is now on his way to Eu-rope, but his Coast representatives are expected to take care of fine and have situation straightened out when he returns to Metro lot.

he returns to Metro lot.

Studio painters have refused to approve blanket four-day, work week suggested by International Alliance of Theatrical Stage Employes. Herbert Sorrell, business representative of Painters, said latter were not unfriendly to IATSE, but preferred to handle own unemployment situation in cooperation with Studio Unemployment Conference. The IATSE and SAG are the only studio organizations that have turned thumbs down on the confer

### Midnight Shift Holds

Plans of studio crafts to demand abolition of midnight shifts have been abandoned because of unemployment situation.

Harland Holmden, p. of an absence of several week after an absence of several weeks in the east. Holmden has been in charge of Coast office since

Coast office since transfer of William Bioff to Washington.

Faye Hanling has been elected, president of the Motion Picture Hair president of the would raction Stylists Guild, now affiliated with the IATSE. She succeeds Helen Hunt. Helen Lerly was named v.p., placing Nelli Manley. Alta Hitch-cock was re-elected ceretary, and Ethel Hogan remains as treasurer.

### Alec Woollcott

(Continued from page 1)

look up the flies or those papers you'll find I never ran an interview in all that time.

### Sees the End of the Daily

The printed newspaper is on the way out. The reason is that they keep on reprinti the same things that were dull 25 years ago. I'm not refusing to answer your questions, am 1?' he added.

am I?' he added.

Story from New Haven to the effect that the actor had told a radio audience that Claudia Morgan (featured in Wine' with him) was not ill, as an announcer had said, but was rehearsing was true, he stated. She actually was rehearsing at the time, so why should anyone fell them she was sick? he wanted to know. I also killed 17 babies this afternoon. I always go around butchering babies. And you might also killed 17 babies this afternoon. I always go around butchering babies. And you might say I've just robbed three banks. Is there anything else you'd like to know?

After Woollcott had declined re After Woollcott had declined requests for interviews by Beebe and Michel Mok. (N. Y. Post), an unsigned piece appeared on the front page of the second news section of the Sunday (27) N. Y. Times. Although Woollcott was for some years drama critic of that sheet, his name was misspelled three times in the early editions, but was corrected later.

### Trib's Brushoff

After Beebe's turndown and subsequent rap at the actor, it was indicated the Trib has not tabooed Woollcott's name in its dramatic columns, but 'we won't stick our neck out again.' Ward Moyelbouse carried an interview with Woollcott in its column in the N. Y. Sun the night after the New York opening of 'Wine'. Scribe went to Boston to get the yarn, salling a few days later for a quick trip, to England, but has since returned. Allen' H. Smith, of the World-Telegram, also did a plece on Woollcott. Yarn included a sarcastic letter from Woollcott in response to the bid for included a sarcastic letter from Woollcott in response to the bid for the interview, but Smith indicated he's been cordially received by the

actor.

Story from New Haven, which Woollcott denied, was that Miss Morgan actually was sick when he told the radio listeners she was rehearsing. He was said to have acted from annoyance because the actress had failed to go on the air with him. Other writers, critics and commentators have generally been reluctant to cross typewriters or words with Woollcott, who is noted for his caustic wit.

### WB Books French Picture After 10 Wks.' Run in Pitt

Pittsburgh, March 8.
As result of 'Mayerling's' 10-week As result of 'Mayering', 'lo-week engagement at tiny Art Cinema here, WB has picked up the French flicker for extended playing time in most of its nabe spots in this territory. First time since 'Cloistered' that a major circuit has taken a foreign click for general showing.

'Mayerling closed run at Cinema Friday night (5) after breaking run records there; topping previous one made by 'Cloistered' by two and a half, weeks. Management figured it would have gotten at least a couple of more had not WB publicized fact in its nabe sites that the Boyer-Darrieux, starrer would soon be shown there.

### Indie Buying Pool

Philadelphia, March Buying combo to obtain better prices and dates on product was formed here yesterday by Dave Mil-gram and the Feli Bros.

Between them they control about

### MPTOA NAT'L CONV. IN OKLA. CITY NEXT SEPT.

Oklahoma City, March 8.
Morris Loewenstein, national sec-retary of the MPTOA, announces that a drive is well under way to-ward spotting Oklahoma City as location for the association's conven-tion in September.

tion in September.

Written approval of the plan has been received from Judge Roy Walker, president of the Texas.

MPTOA, Ed. G. Levy, New Haven, Conn., general counsel MPTOA; M. A. Lightman, Maleo president, Memphis, and L. C. Griffith, president the Griffith Amus. Co.

Ed. Kuitendall

Ed Kuykendall, national head MPTOA, gives assurance that if the board approves the plans, to hold the convention here he will immediately come to Oklahoma for discussions on convention plans. Ed Kuykendall, national

### **New Theatres**

Hillsboro, O.

Announcement has been made that construction work on a new theatre to be built here by Chackeres Theatres, Inc., will begin within the next 30 days. The new theatre, which will be known as the Colony, will be ready for opening about Aug. 1: Young and Phineset Contact.

Young and Rhinehart, Canton the Young and Rhinehart, Canton the-atre operators, have announced plans for a new theatre in Akron to cost approximately \$100,000. Several-owners of property near the pro-posed site of the new house as well-as the Akron Independent Theatres Owners' Association are protesting the changing of zoning in that dis-trict to permit the building of the theatre by outsiders.

Wooster, O.
Contract has been awarded for the
construction of the new Schine theatre on a downtown site, to be completed by Aug. 1.

Hartford, Conn.
Another theatre has opened doors upon this city's ever widening rialto. House is called Proven Picture Theatre, formerly the Cameo, stindard burlesque house for years and later to the second runs. Capacity is 100 cm. Triday (25) with a gross of \$4,000. Called exceptionally good by Manager Allen Stone who left Square theatre, Medford, Mass., to come here.

Charlotte, N. C. Charlotte, N. C.
Raleigh's ultra-modern Ambassador
theatre has just had a gala opening,
Whiteville is to have a new picture
theatre, opening about April 1. The
management is the same as that contilling the new Columbus, also in.
Management of the control of the conmanagement of the control of the control
white 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

Whiteville. Byrne Davis, will be manager:
Construction of a new theatre for Concord is slated to start within two weeks. The Kincey chain will build and operate the house.
York has a new picture theatre, the Sylvia. The owners are Mr. and Mrs. Tom Fleming, who have been operating the Hollywood theatre since last summer.



Wherever games are sold O. SCHOENHUT, Inc., Phila., Pa

### Goodbye, Hollywood!! Hello, Broadway!!

We'll be seeing you All in WARNER BROS. SHORTS Soon

BILLY and BEVERLY BEMIS

BERNARD BURKE

MEMO Hereafter please use Postal Telegraph exclusively for telegrams, cablegrams and radiograms.

### People in Showbusiness **Everywhere Are Turning** To Postal Telegraph

Because Postal Telegraph BIDDING for because Postal Telegraph BIOUINN for their business with speedier and more accu-rate service . because Postal Telegraph, operating the face of stern competition, MUST give superior service to expand Your message by Postal Telegraph MUST GO THROUGH with speed, accuracy and de-

### Of Special Interest to Those in Showbusiness

Postal Telegraph's new low cost Money Order (Special Collection Service) for Service . changing cash into checks for safe transfer of funds . Good anywhere . . . Available any office of Postal Telegraph . . . Convenient .

Always Use

# Postal Telegraph

And Its Affiliated cable and radio services, Commerci All America Cubies, and Mackay Radio and Teles

(To Phone n Telegram: Say to Telephone Operator, "Give mo Postal Telegraph, Please" . . . Charge Tolls to Phone Bill)

### Films' New Self-Inventory

continued from page 1) ends of the picture business. New York and Hollywood, are huddling over plans to curb the current insatiable film consumption brought about by almost universal double billing on one hand, and the unchecked rising costs of picture making on the other. Unlike Kipling's famous remark, these twain industry problems, distribution the east and production in the west, have met and the electric display is as the crossing of two high tension wires.

and production in the west, have met and the electric display is as the crossing of two high tension wires.

\*\*Well Situated\*\*

Analysis of production schedules, notwithstanding the seasonal drop in the weeks prior to March 1, when the California personal property tax akaes its toll on uncompleted negatives, shows Paramount, United Artist, 20th Century-Fox and Warners further advanced in completed pictures than other studios.

Paramount has only two films to place before the cameras to finish its revised year's quota of 57. Both of these are in the last preparatory stages and will go into active work in a week or ten days. They are The Spawn of the North, 'Al Lewin's production to be directed by Henry Hathaway, and 'Give Me a Sailor, which Elliot Nugent will direct under Jeff Lazarus' supervision. In the United Artist's group, Samuel Goldwyn has completed his quota of six films, Selznick has two yet to make and Walter Wanger four. Warners has eight to make to complete the releasing list of 65 and 20th Century-Fox will put '12 into photography before the end of the month, completing the 58 promised.

Status of other studios is Columbia, 15 features and, nine westerns to make for a total of 4 cheaviest schedule the studio has undertaken', Metro, 20; RKO-Radio, 18; Universal. 18; Monogram, nine, and Republic 24, mostly westerns. Grand National, which recently applied for financial reorganization under '77B, has faller for the season.

Not one of two, but a variety of causes has precipitated the Holly-

48 out of 65 announced at the start of the season.

Not one of two, but a variety of causes has precipitated the Hollywood production crisis which, industry observers declare, will result in a serious if not concerted drive to pull down studio costs to the meaure of film rental income. The situation is not easily diagnosed. Each commany's problem is individual and company's problem is individual and

Those B's, and Those Rentals

Those B's, and Those Rentals
Film rentals from B pictures,
which play the short end of duals,
are insufficient on the general average, it is said, to recoup the existing large outury for supplementary
releases, a condition further aggravated by shrinkage of rentals from
a war-conscious and quota-restricted
foreign marks.

a war-conscious and quota-restricted foreign market.
Hollywood is in the throes of a radical revision of a quantity production policy which has maintained for the past five years. An expanding domestic market and he rapid installation of sound equipment in foreign theatres created a seemingly unlimited distribution field. Millions have gone into production and nearly every plant had increased its annual numerical output. The past 12 months reached an all time high in spending.

spending.

The recent general business recession has been reflected in declining box office receipts during the
period when production costs kept
climbing. The day of readjustment,
revision and change is, at hand, in
the opinion of film men.

industries possess more sen-commercial indices. Thou sitive commercial indices. Thou-sands of theatres operating on a cash basis with the public as customers, tell a true story of business condi-tions every 24 hours. Facts in show business are known, not guessed. It happens, however, that the gen-eral distribution plan of leasing to

eral distribution plan of leasing to theatres an entire season's program in advance of or currently with pro-duction, is unsuited to rapid alterna-tions of studio schedules or budgets. Each plant makes definite commit-ments for the purchase of story ma-terial, for writers to adapt it to screenscripts, for actors and direc-tors. Fully one-fourth of produc-tion cost is entailed various pre-paratory activities. If a production tors. Fully one-fourth of production cost is entailed various, pre-paratory activities. If a production is abriptly shandoned on the day camera work is to start, the loss normally would be one-fourth of the proposed cost, with small chance for recoupment. A sudden change in the middle of a releasing season might prove more costly than fulfill ment of plans. Iready made.

Such questions as these have occupied executives during the past cupied executives during the past several months. The general consequence of the past two years.

census is that Hollywood will finish present season's releases, and attention to 1938-39 as soon as

Must Lower Cost

Production head of one of the important major plants, at a meeting with his staff of associate producers last week, said:

with his staff of associate producers. last week, said:

There is only one way to lower costs. We must conceive a different kind of picture than we have, been making. If I had sprung that pearl of wisdom six months ago I would have joined the laugh with the rest of you. But we have seen with our own eyes a picture 'Snow White-and the Seven Dwarfs', which is different from anything eyer produced and which is likely to outgross any

and the Seven Dwarfs, which is different from anything ever produced and which is likely to outgross any sound picture that has been made to date. So it can be done.

Big specials with all-star casts such as Marie Antoinette, The Buccancer, Adventures of Robin Hood and Test Pilot' always will run into heavy investment. I am not speaking of that type of picture. I mean the bread-and-butter films, the scalled Bs', which comprise the backbone of Hollywood production. We are too prone to regard Bs'-as a cheaply produced effort, substituting low cost players for big box office names, and similarly trimming the other values. That type of picture is proving unsatisfactory and unprofitable.

profitable.

Of several alternatives immediately discussed, the one considered most constructive was a definite shortening of films, both 'A' and 'B'. This, it was pointed out, would require new technique and ingenuity in screen writing. Although voiced by exhibitors for years, Hollywood never has heeded the demand for shorter features; on the contrary, the films have lengthened, despite the double bill. The economics of the change. It will be more revolutionary than it appears.

The Story is the Source

change. It will be more revolutionary than it appears.

The Story Is the Source
One of the associate producers, who expressed his thoughts outside the meeting, declared the entire problem lies in story selection, and that too often is decided without proper regard for knowledge of production costs. Because a play, novel or original story by a name writer can be purchased cheaply is no guaranty that a film based on its plot will come within budget figures. Tendency during the past two years, he said, has been toward farce and character comedy, types requiring good comedians and expert directors. Both cost money. Also, many scenes which appeared comical when photographed fall flat on their face at the first preview showings. This necessitates retakes and added expense. Comedies, he said, are the safer type to produce within budget. A false situation, an insincere scene or an illogical development show themselves in the script. They can be doctored and repaired before camera work starts.

What we need—must get,' he said.

What we need—must get, he said, are strong, dramatic stories, with themes of universal appeal. That's what we must get.'
Yes, but where?

### Although House Sold, Par Picts Pact Must Be Paid

Picts Pact Must Be Paid
Plandelphia, March 8.
Paramount was awarded an \$1,800
decision in Camden yesterday in a
suit brought against Louis Rovner
for breach of contract. Exchange
claimed that Rovner, sold the Parkside theatre, Camden, to Varbalow,
interests about six months, ago, but
that he had signed a year's contract
for Par product which house, isn't
blaying now, and that he is liable
to extent of \$1,800.
Rovner declared that, in selling
the house to Varbalows, they had
agreed to assume all contracts. Court

the house to Varbalows, they had agreed to assume all contracts. Court nevertheless found Rovner owed the money, and he now must sue Varbalows on his contention that it is up to them to fill out the terms of the hinder.

## Schwartz Back Into

### Leto Hill Moves Up

St. Louis, March 8.

Leto Hill, supervisor of the St. Louis Amus. Co.'s chain of nabes, has Louis Amus. Co.'s chain of nabes, has been made supervisor of Fanchon & Marco's three first runners, Fox, Missouri and Ambassador, and has changed his headquarters from F&M's downtown offices to the Fox theatre. Hill has been replaced by George Wiegand, who was assistant treasurer and comptroller of the amusement co.

Other changes in the F&M and St. Louis Amus, personnel setup are the

Other changes in the F&M and St. Louis Amus, personnel setup are the resignation of Harry Kendrick as manager of the Fox and the assignment of James Gleason, manager at the St. Louis and Louis Coyle as comanagers at the Fox. George Woods, a district supervisor of the amusement company has been moved into the St. Louis as manager.

# Par's New Season Moved Up to Sept. **2 Pictures Short**

Hollywood, March 8. Paramount has added an extra month to its current releasing sea-

month to its current releasing sea-son, setting back the start of the 1938-39 season to Sept. 1, a date coinciding with Metro's calendar. Studio production forces have only two more pictures to send before the cameras in order to complete the year's output, despite the fact that plant's own contribution to the total has been increased by three features due to the cancellation of Emanuel Cohen's deal with the distribution company. Cohen was to have de-livered five more films, so final schedule will list 57 instead of 59 productions. productions

Two still to be made by the studio are 'Give Me a Sailor' and 'Spawn of the North.'

### More Than 200 Turn Out For Peg Glase's 25th Anni

Reading, Pa, March 8.

More than 200 exhibs, local biz men and friends gathered at Hotel Berkshire here last Thutsday to celebrate 25th anni of Paul E. (Peg.) Glase in show business. Glase is g.m. of Wilmer & Vincent interests in Reading.

Glase in show business. Glase is gm. of Wilmer & Vincent interests in Reading.

J. Stanley Giles, ex-police commissioner, was toastmaster at the dinner, which was arranged by Harry Y. Sterrett, supe of Reading Times. Among exhibs and others of film industry present were Carl Henke, Cornelius G. Keeney, George Peters, David Broadstein, Dwight Van Meter, Alvin A. Hostler, Calvin Lieberman, Robert E. Gehret, Dr. Harry J. Schad, and Charles Bierbauer.

### Dividends

Directors of Loew's, Inc., played safe on future earnings, prospects for the company in the present year by voting only the usual quarterly dividend of 50c on the common last week. This maintains the normal \$2 annual divry rate, which was not altered last year though total disbursements in 1937, were \$7.50. Loew's paid usual, 50c quarterly and \$1 extra last December. New half-dollar cash disbursement is payable March 31. to stock on record March 12.

Directors of 20th-Fox declared

March 12. do stock on record March 12. Directors of 20th-Fox declared usual quarterly dividend of 50c on the common, as had been expected, and maintained usual \$1.50 annual rate by making 37½c declaration on the preferred. Company declared \$1. on common in December last year. Both new divvy payments will be made on March 31 to stock on record March 24.

### Feteing Hayman in Buff

Buffalo, March 8. Upstate film and theatre men a Upstate film and theatre men are planning a testimonial dinner to A. Charles Hayman next month to celebrate his 30th anniversary show business. The affair will tie in with the opening of Hayman's new Cataract at Ningara Falls.

In addition to his ownership and operation of the Strand and the old Cataract at the Falls, Hayman has operated the Lafayette here since 1930.

# Bingo Now a Big Enough Racket For the Promoters of Fraternal Hooplas to Move In on It

Big boys in fraternal show promo-tions are moving in on Bingo for the first time this season. Ever since Bingo became a craze, small but well organized crews have been servicing the fraternal orders and church orthe fraternal orders and church or-ganizations, generally with a series of 10 or 15 weekly events. Now the big fellows, who used to promote the gift affairs for the larger bodies, have changed their setup slightly to cash in on a single big party, pro-moted by the local organizations. In states where Bingo and similar games have been declared illegal, all reference by name, sedilustive games have been declared illegal, all reference by name sedulously avoided, but the printed matter makes it plain that the 'gala party' is nothing more than an oversized Bingo. The promoters rely on the auspices to keep them out of trouble, and all moves are made in the name of a committee instead of by the promoters.

of a committee instead of by the promoters.

Just to show how it works, the honorary chairman of one of these committees in a state in which the game has been declared illegal is none other than the current governor. It would be a pretty nervy post office inspector who would pinch the governor of the state for aiding and abetting a lottery, which is why this particular committee is using the mails instead of distributing through the express company or ting through the express company or by special messenger, as is often

done.

The company puts in one employee to direct the ticket sales, but otherwise does not move in until the party is held, when a full crew is brought in to take entire charge, which mostly consists of nursing along the sale of tickets for the specials.

aiong the sale of tickets for the specials.

These deals are made chiefly with the large organizations which cannot bother with the piffling once-a-week games, and which can draw an attendance of from 3,000 to 5,000 for the single event. The intake from the chances will represent a sale of many times that number of tickets, which is more than 60% velvet, since the radio set rewards represent an actual cost of less than \$5 each. Beyond the cost of less than \$5 each. Beyond the cost of printing and handling, the only charge is for the single car to be drawn for, though the tickets mention three cars. The other two are the final regular play and a special.

These events frequently run into which see wents frequently run into

important money. Just as an example, a few years ago an indoor circus running for a week in New York yielded a net profit of \$104,000. There is a larger proportionate take where the drive is concentrated into a single day.

City Sponsored Beane
Representatives of the Elis, American Legion, Sons of Italy, Veterans of Foreign Wars, Woburn Hebrew Centre, the South End Italian Club, and the Moose convened last week at the City Hall to discuss Mayor William E. Kane's plans of preeming a municipally conducted beano setup, principally and solely for charitable purposes, as defined by the beano statute, proceeds to city's needy cases, Purpose is to secure sufficient funds for needy people in Woburn. Gimmick is not to engage the city directly in beano operation but merely to have the organizations assist the Mayor's purpose.

Gerard R. Dolliver, chairman of Gerard R. Dolliver, chairman of the Elks beano committee, offers on of that organization's three nights for city use. City will run game under present plans, under the name Emergency Direct Relief Committee and the Mayor will license it on behalf of the city.

Discussion on capital to back mis-

half of the city.

Discussion on capital to back municipal venture was not forthcoming so Mayor Kane said he would personally guarantee \$1,000 to get the first game going. Mayor Kane also plans to shuttle giggle water boy and girls to and fro in a luxurious cage. John T. Benson, of Benson's farm in Nashua, N. H., dickering with the mayor for the sale of the cage.

### Bingo Unhampered

## New York Theatres



### PARAMOUNT SQUARE

W.C. FIELDS "The Big Broadcast of 1938" Martha Raye

IN PERSON Cab Calloway and His Cottor

"Mad About Music" ROXY Deanna Durbi On the Stage-SEATS 250 TO

MUSIC HALL

BETTE DAVIS in "JEZEBEL"





The Bad Man of Brimstone" With WALLACE BEERY CAPITOL STATE

"A Yank at Oxford" "EVERYBODY SING" Allan Fanny Judy JONES • BRICE • GARLAND

### Film Reviews

(In German)

Remake of the successful silent which Joe May produced nearly 15 years ago. Present opus, to be followed by its second part. The Indian Tomby, started out with a bang and is set to outdistance the big success of its eight profession of the success of its eight from the light of the success of

face gave the pidure an extra cose of assimilion. If this super-product beep the wickets spinning madly oper-runs in some of the bigger burgs throughout the Reich have resulted in some tentative figuring which are said to go as high as \$2-400,000 for final returns). But Richard Eichberg and the Tobis also figured rightly on the dual division of the picture. First half as follow a keen appetite for what's to follow a keen appetite for what's to follow.

### LIFE OF MUSSOLINI (ITALIAN MADE)

Rome, Feb. 25.
Edwin Ware Hullinger production.
Directed by Dr. John Pauls, Script, Edwin Ware Hullinger; music adapted by Airgilio Chiti. Running time, 30 mins.

This filmed biography of Italy's Duce is a clever patchwork of old photography, old newsreels and a series of new reels showing Mussolini's activities in private and public. On the whole it is a tayorable portayal, stressing the many-sized trayal, stressing the many-sided

Continued from page 14)

Swan' in a manner which will probably go down in the dancing annuals. S.ory is by no means secrificed for artistry but is a heartstring-broad to the prosent payrology (rend in Hollywood. Plot on 'Maeochen in Uniform' lines, revokes around ayoung ballet 'rat' youthful ballet saudent) whereby rival baller na breaks her leg and leeves way, clear for child's idol. From then on camera and director take a flight into the ballet 'rats' between seven and nine that the process of the surface, again.

Majority of the scenes feature the ballet 'rats' between seven and nine the Prench fair for understanding children's habits, quarrels and mode of thinking.

Janine Chartal, the youthful criminal, is an actress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an actress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of the seven of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of thinking.

Janine Chartal, the youthful criminal, is an extress of unusual abilities of the properties of the control of the properties of the properties of the control of the

and Tokio.

Life of Mussolini would interest the American public as it brings to view aspects of Duce's way of living never before filmed in fast moving colorful short. Italian company, LUCB, has the European rights for the pic; Hullinger retains the American rights; far he has made no arrive the property of the prop

### **GEWITTER IM MAI**

### ('Storms in May') (GERMAN MADE)

1 pelsons of Peier Ostermayr produc-tion bears of Peier Ostermayr produc-tion bears of Peier Ostermayr produc-tion bears of Peier Ostermay of Peier (evr. Anny Seite. Directed by Hans Deppe, Seemach, Anton Buffi-Federig 4. Yiktor Stad Hand Knoteck Judwig Schmid-Wildy Anny Seltz Hans Richter Iernine Ziegler Rolf Pinneger Thea Alchheinler Vistor Lichting Josef, Eichheim

### (In German: No English Titles)

Ufa's 'Gewitter im Mai' con tributes seenes of pictorial splendor, but has little else to command terest. Story is negligible and pace is slow, although a fine tries mighlily to lift the picture.

Cameraman Erich Schmidt is re sponsible for some outstanding shot of the Bayarian Alps.

of the Bayarian Alps.

On: of the redeeming features of the film is the sparkling Hans Richler, who, as a seaman, gives the film its only humor. Vitter Staal, and Hansi Knoteck are properly romanic, while Anny Seitz and Ludwig-Wildy are good in supporting roles. Story concerns Staal and Richter, who return from the sea for vacation, in the former's hometown, while there Staal is reconciled with his parents and old friends, among them being Domini (Schmid-Wildy) and Doyle (Mis. Knoteck), who are engaged. When Staal and Miss Knoteck.

teck fall in love complications arise, and he and Schmid-Wild, part as friends.

ouosequently, Staal essays to climb a hazardous mountain peak to prove his mettle. He achieves hi purpose, but a storm arises during his descent, and it's necessary for Schmid-Wildy t prove that he's really a noble fel-low after all, and he goes to the res-cue. Subsequently, Staal essays to climb

### NOCHES DE GLORIA

('Glorious Nights') (MEXICAN MADE) (WITH SONGS)

WITH SONGS

Mexico City, March 5.

Produced by Jose Lais Bueno. Stars
Esseranca Iris. Directed by Rolando
Esseranca City. Directed by Rolando
Esseranca Iris. Company Alex Phillips. At
Leina musik; camera, Alex Phillips. Santa
Leina musik; camera, Alex Phillips. Alex
Leina musik; camera, Alex
Leina musik; cam

### (In Spanish)

There is deal to interest the American in this one, though it is not the best Mexican-made pic. It is an uneven tale of an operetta star, played very well by Esperanza Iris, veteran Mexican comedienne, who is still a looker. She is framed by a r.t., nicely portrayed by Alberto Marti, and gets 15 years for the murder of her husband. She loses, then finds her daughter, Magda Haller, a neat gal with a good voice, decides to quil show biz rather than cash in on her notoriety. Forced by poverty tige back to troughing, but under an incomparation of the finds her greatest glory in the operatic success of her child.

La Iris cops the show. But nice work is done by del Diestro as the bold school grantpa and by Noriega st the old meastro. Esperanza will click anywhere with her vernacular rendition of A Poeco No' "Aw, Gwan!"), highlight of the pic, verywell done, and is a true slant into a performance at a typical Mexico City tent show. Alameda audiences, which never give complimentary aperformance and some there is phases. Ballet of Palace of Sine as succession and some there is phases, the standard opera and operatic composers, and Mexican tunemakers. Director did not make the most of all his opportunities and some other standard opera and operatic composers, and Mexican tunemakers. Director did not make the most of all his opportunities and some other standard opera and operatic composers, and Mexican tunemakers. Director did not make the most of all his opportunities and some bother standard opera and operatic composers, and Mexican tunemakers. played very well by Esperanza Iris,

aside for a friendly talk.

But the pic is a departure from other Mexicans. It is an authentic view of Mexican showfolk, without being another backstager. It shows the Mexico of modernistic apartments and electric refrigerators; but without the jar of standardization could be a soliday, but the sound could be better the sound standard the sound standard

could be better.

Pic has but one false note Cohorts of men and women in evening dress are depicted rolling up in limousines to an opera house, which bears a close resemblance to Palace of Fine Arts (National Theatre). No such thing happens in Mexico of today, when there is opera here only a few folk attend in efiquette togs.

### LANCIERI DI SAVOIA ('Savoy Lancers')

### (ITALIAN MADE)

(ITALIAN MADE)

Chee-Jax rebess of Industria Chemathgratheliae Estimate production. Story by

Greet Blanchia and Salvanor Gotta. Di
gratheliae Estimate production. Story by

Greet Blanchia and Salvanor Gotta. Di
director. Control Research Production

director. Control Research Production

director. Control Research Production

director. Control Research Production

Gratheliae Control Research

Gratheliae Control Research

Countrol Prosecution

General Padon

Countrol Prosecution

Gratheliae Control

Gratheliae Cont

### (In Italian, No English Titles)

In Italian, No English Titles)
Import wbn't have any appeal to the general vublic nor has made seem likely to be of more than made interest to the Italian speaking natives. Film is slow moving, rather dreafy and while production is satisfactory, enough, the story is dull, English titles might be of help in following the action, but wouldn't warrant additional expense as the possible fraw, is so limited. Profile the seem of the possible fraw, is so limited. Profile to the seem of the possible fraw, is so limited. From the possible fraw, is so limited. From the possible fraw, is so limited. From the possible fraw, is so limited. Profile fraw, is so limited. From the possible frame of the film, which present the special form the profile frame the possible frame the possible frame the profile frame the possible frame the possible frame the possible frame the profile frame the possible frame the

### **EXPLOITATION**

### By Enes W. Sargent

### Fast Work

Fast Work

With only two days' notice that
Tommy Kelly and Ann Gillis would
visit the Grand theatre, Atlanta, the
day before the opening of Tom Sawver, Manager Edwi Pentecost and
U. A. exploiteer Louis E, Ramm
went through all the regular stunts
and then added some of their own.
It pushed the picture over with a
wallop.

day before the opening of Tom Sawwei, Manager Edwi Pentecost and
U. A. exploiteer Louis E, Ramm
went through all the regular stunts
and then cdded some of their own.
It pushed the picture over with a
walop.

Arrangements were made to decorate the railroad station, with banmers for the picture figuring largely
in the scheme. The kids were mid
women could be the figuring largely
in the scheme. The kids were mid
women could be the the scheme
women could be the scheme
women could be the scheme
donor composed of 40 Eagle boy
scouts, together with the 40-pice
band of the Tech High ROTC. Moving pictures were made, to be shown
at the theatre, and a gratis halfhour interview was put on the air.
With a police motorcycle escort
the party moved on to the hotel,
where they were greeted by resident
to the Atlanta Woman's carmor, on
the cyclurama. She Battle of Atlanta, and to the Scottish Rite hospital
for children. Some 40 of the 600
patisnts had never seen a motion
picture, and arrangements were
made to project Tom Sawyer by
means of a portable projector.

In addition to the interview at the
station, a 15-minute chair with Kelly,
was sent out over WATL, and the
children. This was bolstered by 26
spot announcedments and 12 spots
on WGST.

### Plenty on 'Polo'

Plenty on 'Polo'

While some of the suggestions in the Goldwyn press book for 'Marco Polo' are a bit far-fetched, there is plenty of down-to-earth material that can readily be used by even the smaller houses. There are also corking hook-ups with nertume, makeuo, clothes and the Posta Telegraph to supplement the direct house efforts.

iorts.

The picture will repay intensive effort and should not be passed off merely as another release. Quite apart from the ticket sales, the production has a strong angle in dig-nity value.

### With Sound Effects

Orville Rennie's idea of an eye-opening trailer runs the Rivoli, Hastings, Neb, and just before the trailer goes on each time, he has a boy touch off a firecracker in the wings.

### Asking for It

Asking for It

A completely new concation in
exploitation experience is being
highly enjoyed by Ray O'Connell,
manager of the Capitol theatre here.
Local merchants have been calling
him daily since he announced the
play date of 'Snow White' and asking him for exploitation tie-ups. It's
the first time in local history that
the O'Connell is making the most

of O'Connell is making the most

with, his play-date still two weeks off he's saying a polite 'No' to each one of them and has them all pulling every string they know to get the tie-ups. This, he says, 's the best exploitation he ean do at this moment since the storemen are plugging the ears off of the pix just to prove their ite-ups would be valuable ones.

O'Connell has set one week from the opening as the day for the softening of the heart when he will cut loose and tie up with all comers and a feat he has to go after the bargain.

and a ... bargain.

Having used pineample for his original broadside on 'Hawaii Calls' (RKO). Leon J. Bamberger now accompanies his invitations to a companies this invitations to a company out party at the Hawaiian room of the Hotel Lextington with a cocontrol

nut.

Now all the trade paper eds are wondering when Bam is going to send around the hula dancers.

New Theatre Quiz

Michita.

Civie theatre here owned and managed by O. F. Sullivan has initiated a new feature 'quizzer base ball' which is a game and contest in which the whole audience takes part. One-half of the audience is matched against the other half. All those who want to take part fill out application cards when they enter the theatre. They have an opportunity of answering a question bay the sports announcer as d if they, answer correctly they make a one, two or three base hit according to value placed question by announcer. For every base contestant pares, he receives a cash sward.

Whole game is graphically illus-

trailed on large electric play board on stage. The game, played every Thursday night, is broadcast over trated on large electric play board on stage. The game, played every Thursday night, is broadcast over station KFH. Contestant does not have to go to stage as mike is taken to his seat.

### Gold in Coal

Gold in Coal

Lancaster, Pa.

Bert Leighton, Grand, made several departures from the usual in its Gold is Where You Find It.

A coal dealer tie-up had people using their coal bins as mines, for with every purchase of coal during the week preceding the picture the board discs similar to bis usual advertising which admitted bearer to the theatre. The discs were dated and marked 'Good only for 'Gold Is Where You Find It,' and the drivers were instructed to heave them into the bin after the coal had been unloaded, so the digging would not be loo strenuous. Dealer then used cop newspaper advertising in fair quantity.

### Theatres—Exchanges

Gov. Charles Hurley, of Massachusetts, and Mayor Tobin, of Boston, were among the guests-at the testimonial dinner to William H. Erbb at the Hotel Statler, Boston, last night (Tuesday).

Erbb is New England district manager for Paramount pictures, and the dinner is to celebrate his winning of the Adolph Zukor Jubilee sales drive.

Walter L. Nevinger and his son, Leslie formerly of Buffalo, have taken over operation of the Family and Attica theatres, Attica. Family reonened last week for daily shows, while Attica will be operated on weekend basis.

Ed Panowiscz has leased the Com-tock, Comstock, Neb., to the part-tership, Oschner & Ayres, Alvin Ayres will manage and operate the

Ayres will manage and operate the theatre.

E. L. White will remodel the Royal, Fullerton, Neb., at an estimated cost of \$5,000.

Youngstown. O.
Joseph Shagrin, manager of the
Partimount theatre here, has announced plans for the construction
of a new neighborhood pic theatre to
cost approximately \$75,000.

Oklahoma City.

A new 80-ton air conditioning unit is bein installed at the Delman theatre. Tulsa. I. A. Adelman is building the new house.

Reggie Wray new secretary at Republic's film exchange in Oklahoma City.

New 1,250 colored theatre will be built in Tulsa by Dan Myers; distributor for Hollywood amusement company, and associates;

Two new houses, one operated by Warners and the other an indie, will be erected within a few blocks of sech other in the Oak Lane section of the control of

W. O. Fishback manager of Colley theatre, succeeding Lee Greenwood, assigned to Gates, Portsmouth. Both are owned by W. S. Wilder of Nor-folk.

Fred Webrenberg has added the Apollo, in the West End and the Melvin, on the South Side, to his chain.

Herschel Eichhorn, manager of the Roxy, Mounds, Ill. recently destroyed at a \$40,000 loss by fire has retained a St. Louis theatre architect to prepare plans for a new 800 seater, twice the size of the destroyed house,
Building Commissions.

# HEARST MAY QUIT RADIO

Broadway may be alive and kicking, but you can just tear it up as far as radi is concerned, according to Eddie Cantor, here on a temporary leave-of-absence from the Coast. Mr. Cantor, who is a marathon interviewee, paced the floor, wrung his hands and ruffled his wrung ins halds and dark straight black hair as he laid a memorial wreath on New York's Radio Row, in his Sherry-Netherland

une.
Doing a fair imitation of a human nachine gun, Mr Cantor popped justions and fired the answers right

questions and fired the answers right back.
You want guest stars for a radio program. Where are they? In Holipwood. You want stage, stars? There more stage stars in ore in big picture, than you'd find all of Broadway. Show business has gone wholesale. The fellow that makes a success has to reach the greatest number of people. What's the answer? Pictures and radio. They've got to be together. You earlt commute, so you do your program from the Coast!
Cantor's first few programs for Camel, starting this month (28) will emanate from New York, but will remain here only long enough to get things started with the new agency.

remain here only long enough to get things started with the new agency.

The goggle-eyed comic also has an explanation for the air flops of famous stage funny men. On the stage, he said, is comedian on the stage, he said, is comedian can have 90% talent and 10% judgment. On the air, he's better off if it's the other way around. He can't size up his audience and make a quick switch if he's not going over. With radio he's got to have a mental pleture of the whole family when he's preparing his material. He can't aim at Papa and Mama and forget Junior and Aunt Tillie, who might be sitting around the radio, too. They dian't get dressed up and go out to the theatre to see him. They're inviting him into their homes. If he don't behave they won't invite him again, the sponsor gets another boy. With all due respect for the brain cudglers and crack clippers who turn out material, Cantor points out that no comic can live on the air unless he is capable of editing his own material.

These writing boys are OK, but

terial.

'These writing boys are OK, but they're kids yet. They'll learn. But an experienced stage comedian can remember what flopped in Dubuque, the kind of stuff they went for in Cleveland and the jokes that lay dead in Peoria. He must fligure he's going to all those places every time he gets front of the mike. A headache? Sure it's a headache—but I love it!'

And at the rate time evalosive Mr.

headache? Sure it's a headache-but I love it!'
And at the rate the explosive Mr. Cantor is going he'd be carping out of season if he didn't love it.
Television is a New York proposition, he says, but only for the present. The moment it's perfected, hollywood's mouth will be wide open to gobble it up.
(Expressing a preference for Hollywood as against New York is Marty Wood as against New York is Marty Cosch, CBS director assigned to the Paul Whiteman program for Chesterfield, Gosch Cels that the film colony outranks New York in he malter of guests that mean something! Feels that the New York samples aren't . Joric and that legit rehearsals interfere as much in Manhattan is film studio commitments, in turn, interfere with radio production in Hollywood.)

### 20 WIP Staffers Own Pug

20 WIP Staffers. Own Pug
Philadelphia, March 8.
Eugene Kid' Bookard, WIP page
boy. Middle Atlantic AAU flyweight
champ in 1931, will return to the
Fing next month 'under new management' Sponsoring and financing
his return, after a two-year absence,
are 20 members of WIP's staff. His
manager is Stoney McLinn, director
of sports broad vasts at the station.
Bookard has fought-125 times and
won 121 times. Of the 121 victories,
100 were via k.o.'s.

### Mickey's Alter Ego

In the 'Mickey Mouse Theatre of the Air stanza for Pepso-dent (NBC Red), the name of the actor playing the Mickey role, whether by accident design, happens to be Joe Twerp.

# JACK BENNY'S MAR. 27 STUNT

Hollywood, March 8.

Jack Benny will go east for a single broadcast March 27 if certain ideas he has in mind can be satisfactorily worked out. Has trick set-up for the Jello show of that night. Boake Carter would replace Don Wilson, Kate Smith would pinch-hit for Mary Livingstone, Robert L. Ripley and Andy Devine would be teamed and finally Fred Allem would shove Benny right off the program and take his place.

Devine and writers Bill Morrow and Ed Beloin would go east with Benny for the special stunt, if it materializes.

Benny for the special stunt, if it materializes.

Carter, Miss Smith and Ripley are General Foods performers. Allen is Bristol-Myers' boy.

### PHILIP MORRIS BUYS 'GUESS WHO?' STUNT

Philip Morris cigarets has, through the Biow agency, closed for a novelty show that it proposes to clear over NBC's blue (WJZ) network or Muttual as soon as a hookup has been arranged. It's temporarily titled (Guess Who?) Characteristics and background of national and international personalities will acted out in this parlor game, and the audience will do the guessing for prizes. Ray Block will baton the orchestra in this show, which was agented by Rockwell-O'Keefe. This makes the third program that Philip Morris is bankrolling, the other two being built around Russ Morgan on CBS and the NBC-red (WEAF). Philip Morris cigarets has, through

### Irving Caesar on Vallee Show with Safety Ditty

Songwriter Irving Caesar joins the Rudy Vallee (Royal Gelatine) show for an inder run, starting March 24. Caesar will chirp his safety song-for kids. Within past year song-writer has won heap of public-print attention with his ditties of traffic warnings to tots.

### WBZ FEEDS 16 TO NBC

Thinks Boston, as Result, Is Fifth Origination City of Land

Boston, March 8.

WBZ figures that the Hub city has scuttled up to fifth place in the list of towns originating NBC chain programs. Topped now only by New York: Chicago, Hollywood and Philadelphia.

York: Chicago, Hollywood and Philadelphia.
Some 16 shows a week now being fed both NBC links from Beantown. WEEL CBS local station, has no programs riding Columbi None of the shows the Yankee and Colonial regional webs spread to nation-across proportions, either

### Pete Wasser Resigns

Pete Wasser, the N. Y. office and v.p. of the station rep firm of Furgason & Co., has quite stood differences with Gene Furgason was the cause.

Jim Wade now handling the New York end of the firm solo for the time being.

Earle C. Anthony's Solution to His Los Angeles Problem is \$400,000 Acquisiof Indie Station Which Will Probably Become NBC Blue

### **ELLIOTT ROOSEVELT**

William R. Hearst has disposed of

William R. Hearst has disposed of KEHE, Los Angeles, to Earle, C. Anthony, what is reported to be the initial move, toward complete liquidation of the Hearst radio properties. Anthony closed the deal in New York Friday (4), with \$400,000 the stipulated price.

Through the acquisition of KEHE Anthony, has solved a headache which has been his and NBCS for years. KEHE is to replace KECA as the Los Angeles outlet for the NBC Facific blue. KEHE is on 780 kc, while KECA holds 1430 kc. Rather than let anything interfere with the Federal Communication Commission's approval of the KEHE transier Anthony, it is said, might offer to turn KECA back to the government. He-also owns KFI, the NBC red's affiliate in Los Angeles KEHE, like KECA, is licensed to operate at 5,000 watts days and 1,000 watts nights.

Wants to Sell

Wants to Sell

It is reported that Hearst recently sought to dispose of his radio properties en bloc but a deal which had Wall Street interests involved got nowhere. Other negotiations for Hearst's remaining outlets, which would not include WCAE, Pittsburgh, are reported to be in progress.

### Composer Anthony

Earle C. Anthony, owner of KFI and KECA, Los Angeles, last week turned over a musical-composition of his for publication to Irving Berlin, Inc. Coral Isle is the title.

Anthony gave evidences of being more interested in getting the tune, published and thus gaining recognition as a composer than he w.s in closing for the purchase of KEHE. The song was written in collaboration with Ray Noble while the two were in Honolulu vacationing.

As an en bloc proposition the asking price for the Hearst outlets was said to be \$4,600,000, with the buyer putting up \$3,200,000 cash and mortages held by New York downtown interests figuring in the balance.

WCAE, which rates as one of the more, profitable Hearst radio enterprises, is not a subsidiary of Hearst Radio, Inc. but is owned directly by Hearst's Pittsburgh Sun-Telegraph, Outside of the southwest group the other Hearst stations are WBAL, Baltimore; WINS, New York; WISN, Milwaukee; and KYA, San Francisco, KEHE's studios and equipment are of up-to-the-minute design.

Elliott Roosevelt, Hearst Radio, Inc. prez, returned to New York fron Fort Worth yesterday. Tues.)

# Eddie Cantor Reiterates H'wood SALE OF KEHE IS Speed with Which Emergency Shows A Natural Source for Pix and Air SEEN AS 1ST MOVE Could Be Lined Up Proves Sidney's Point Favoring N. Y. Radio Guesters

### Huh?

Hollywood, March 81

Hollywood, March 8.
No ordinary, monosyllable radio producer is, British-born-Fred Ibbett, who holds rein.
Hollywood Motel.
When he wauts the tympanist in Raymond Paige's crew to give the drum good, hotty sock, he addresses him, 'I say, 'Ol' fellow,' deal 'that instrument a shrewd buffet.'

# **ESTY QUITS HOLLYWOOD**

Hollywood, March 8 Hollywood, March 8. William Esty agency is closing its Hollywood office after the last Camel program of the current series, March 22. Outfit's only Coast show will be the Eddie Cantor bit which produces itself.

Savington Crampton, manager and production chief, is returning east after closeup.

### **OFFER GEORGE FISCHER** FOR ARDEN ACCOUNT

Eddy Duchin orchestra fades off its Elizabeth Arden cosmetics pro-gram on Mutual with the March 22 broadcast. Network is trying to in-

gram on Mutual with the March. 22 broadcast. Network is trying to interest the account in another show. George Fischer, Hollywood chatterer, is one of the items offered. Currently, Duchin is airing from the Coast, Miss Arden, also, there, is taking active hand in the producing of the programs. She personally selects all the songs and sits in on rehearsals.

### Langlois & Wentworth Loses King Features

International Radio Productions has taken over the producting of transcriptions for King Features, replacing Langlois & Wentworth, which has had the job for several years. The scripts will be done in New York, while the recording will be handled in Hollywood. Change was effected last week following talks between B. H. Polachek, of Hearst. Enterprises, and Murray Grabhorn, of International Radio Sales, which controls IRP.

King Features discs, with Jungle Jim' stories on one side and American Weckly excerpts on the other, are being cleared on 252 stations.

### MCNINCH'S PLAQUE

FCC Commissioner's Air Mail's 20th Anni Award

Elliott Roosevelt, Hearst Radio, Inc. prex, returned to New York from Fort Worth yesterday, ITues.)

BENJAMIN DAVID

EAST WITH PROGRAM

Benjamin David of the Lou Irwin, Islent agency is due in. N. Y. Friday, (11) to peddle a new Hollywood radio program, via a waxed audition. John Boles and Ethel Merman head the line-up, with Patsy Flick, Eddle Conrad. Lew Hearn and David Brockman orchestra.

D'Artega, radio conductor and arrangement, guest conductor and arrangement. Shen's Crutchfield has the title of WIT. Crutchfield has the without the program of the program of the campaign.

What kind of radio programs and who among national: advertisers should originate. Hollywood?

This question was put to Louis K. Sidney by VANIETY last, week during the New York visit of the Metro-creative who has had radio production experience. both coasts.

It is Sidney's opinion that Hollywood is a swell-place for certain sponsors and a very bad place for other sponsors. He believes the supply of stars, either as permanent or transient talent, is over-rated and that possibly 50% of the film celebs are unavailable unsuitable to radio programs. Apart from stars of first magnitude, the range of choice in talent is all in favor of New York, he feels. He points to the legit, the night clubs, vaudeville, sporting and journalistic worlds and the general run of front page personalities as an eastern advantage inot enjoyed by Hollywood.

Sidney declared, It seems, to me that my experience last Thursday

And the state of t

### 'Hollywood Glamour'

Hollywood Glamour'.

Programs, that can afford or can get film stars or have merchandizing tieups like Lux can make good use of Hollywood's glamour, Sidney states, but he believes that in general-radio production costs are higher, man for man and job for job; in Hollywood. A lot of glamour and film colony atmosphere he believes in certain cases distilled this: in certain cases justifies this.

In certain cases justifies this. Sidney has gone outside Hollywood for some of the script and comedy material used on the Maxwell show and believes that the writing skill that fits radio programs has not as yet been monopolized by Hollywood but, on the contrary, the edge in this also stays with the east. George S. Kaufman material has been used by the Maxwell program and a deal is on with Howard Dietz to use a series of skils by that legit stage-writer.

been used by the second plets to use a series of skils by that legit stage-writer.

Apropos stars, merely as stars, saidley feels that their importance on a cold guest setup is now on the kwane. All the programs that get real value out of guest stars do so he believes, not through the mere presence of the 'hame' but by virtue of the production formula worked out to incorporate the star into the program. Without such a formula the star is risking too much, from a film studio standpoint, and contributing too little for the price, from a radio sponsor standpoint.

Maxwell program as produced by Metro with the cooperation of Benoton & Bowles agency now has set up. Robert Taylor, Raiphi Morgan, Finne Brice and Meredith Willson's orchestra as the four standby personnities argund which the program and the varying guest stars from the Metr Salent roster revolve. An average of 20 minutes of music and five talking spots are also basic ments of the production pattern. (Maxwell show is tip 50? In its CA,B, pipudarity rating.)

Roberta Wick, senior at the Carnegie Tech drama school, is the latest addition to the artists, staff at WCAE, Pittsburgh.

# RED-BLUE STATIONS A LA CARTE FOR NBC GEN'L MILLS HOUR BUT 'NOT NEW POLICY'

Spring Is Here

End of the winter, with its customary drop-offs of cold remedies, etc., plus some scrams due to the recession, has made the news stories radio programs going off the air very numerous

One advertising man cracked that every time he turned page in VARIETY last a other show folded.

Ruthrauff-Ryan Radio

Head in Chicago Has Regular 'Spot' Circuit

Chicago, March 8.
Elimination of long-distance harddling of shows on midwest Ruthrauff & Ryan agency radio list being 
worked out by Ros Metzger, chief of R. & R. radio department here. Feeling that remote control operation often leads to error, Metzgerhas set himself a schedule whereby he makes regular trips to St. Louis, Des Moines, Indianapolis Cheinnati, Minneapolis. Detroit and other keymidwest cities where R. & R. spot accounts are running, to watch the actual operation of the shows.

Among the spot shows heine har-

actual operation of the snows.

Among the spot shows being handled by Metzger out of the local R. & R. office are Hyde Park beer, Sterling beer, Oskosh overalls, Holland Furnace, Penn Tobacco and

In visiting these towns Metzger checks on spotting, type of announcer, production, material and general operation of the R. & R. schedules, not only on programs but on announcements as well.

Trio as Summer Fillers

Three shows as summer substitutes are being studied by Tom Harrington, Coast headman for Young & Rubicam agency. Musicians union has broached the agency on using 75-piece orchestra comprised of unemplaced musikers.

Two others are 'Your Witness' and 'What Would You Have Done,' currently sustaining on Columbia's Coast web.

Hollywood, March 8.

(Made at Francisco N. C.

Coast Agency Studies

Fendrich cigars

Chicago, March 8.

Limited Purely to Program Taking Station-Reserved Time with Station Approval—NBC Has Also Sold Similar Hookup to Chesterfield Cigarettes

For the first time since it established the red (WEAF) and blue (WIZ) networks as separate entities, NBC is selling a mixture of the two basic links. General Mills, the customer but the deal won't go into effect until the miller's current confract with Columbia expires in May. NBC is permitting General Mills, with certain reservations, to put together its own hookup. The time selected is 2 to 3 p.m., the period which affiliated stations are, under their contracts with the network, to reserve for their own use. In the case of General Mills the procedure of NBC's sales department was to ask the flour and cereal packer which of the two links, red or blue, its preferred to start with in setting up, its hookup. General Mills elected the red and after the affiliated outlets on both links had been solicited by NBC the account was granted the right to substitute blue stations in those spots where red affiliates were not agreeable to yielding their exempted time. NBC states that it has sold a similar-hookup of red and blue affiliated scations to Chesterfield, effective April 18.

Best of Bolh Webs

Instead of having a rigid structure

### Best of Both Webs

Best of Both Webs
Instead of having a rigid structure composed of both the weak and the strong General Mills will have an a la carte network representing on the face a fusion of the choice stations in NBC's two links. 'NBC asserts that this deviation of policy will only be permitted in the case of such exempt station, time and that there will be no mixing of the red and blue under any other circumstances.

Deal with General Mills calls for

any other circumstances.

Deal with General Mills calls for an hour every day in the week except Saturday and Sunday. It is reported that General Mills' decision to shift from Columbia to NBC stems from a peeve that the miller has been harboring ever since it lost out to Kellogg on several CBS owned and operated stations in connection with the tying up of local play-by-play basebal broadcasts. CBS has always contended that it was but an innocent bystander in this scramble between General Mills and Kellogg and the network's officials and excess 'have studiously shied away from any discussions of this delicate topic. Deal with General Mills calls for General Mills series goes NBC May 30.

### Three Coast Shows To Take Nine-Week Lavoff

Hollywood, March 8.
Ruthrauff & Ryan will mute three Coast shows sometime in June for a nine-week summer layoff. Columbia is holding the time.
Programs are Joe Penner (Cocomath, Al Joson (Lifebouy) and Edward G. Robinson (Rinso). All are under production supervision of Tiny Ruffner.

### Mickey Mouse Renewal Up

Hollywood, March 8.

Hollywood, March 8.

Air talent on Pepsodent's Mickey
Mouse show will know not later
than March 12 whether they'll continue to draw pay from the dentrifice outfit or cast about for another
affiliation. That's the deadline, with
two weeks of grace thrown in by
both the network and the players,
for Pepso to decide on another 13.
week helping of Walt Disney's cartoon cutins.

week neiping of Wait Disney's car-toon cutups.

In the event of a renewal, which is said to be favorable, likely that six weeks will be utilized at this time and the remaining seven picked up in early fall.

Nehi Adds Fredda Gibson Nehi Adds Fredda Gibson Fredda Gibson, swing singer, has been added to the talent roster of the new show Nehi (soda pop) bows on NBC-red March II. Miss Gibson, in the past, warbled with Dick Him-ber's crew on the Lucky Strike and Studebaker broadcasts,

Some Petty Tax Burdens To Be Eliminated

Washington March 8. Direct relief for broadcasters from two handicapping Federal taxes is provided through the 1938 Revenue Bill, which began moving through

Besides coincidental encouragement for corporations through modification of profits levies, the new excise measure grants two requests of the radio industry for removal of petty but froublesome imposts, Under the legislation, the present phonograph the legislation, the present phono-graph record tax, of 10%, is to be repealed and the tax on use of tele-phones and telegraph systems would be lifted in the case of newsgather-

ing.

Press exemption from the telephone and telegraph levy is due to be extended to radio-news, services and broadcasters who have their own collection agencies. House Ways and Means Committee said it is highly desirable to encourage the widest possible dissemination of news. Change will go into effect July 1.

# **GUNS VS. CASH** LATEST SWAP

Stoeger Guns dickering with sta-tions in rural areas on a time-fornerchandise swap. Firearm firm would pay off the broadcasters in shotguns and rifles in exchange for shotguns and rifles in exchange for time. Acorn agency, which handles the account would want its 15% slice in coin, which the stations would have to get up if the biz is wanted. Station respected by the station would have to take their cuts in shootin' irons.

Stations, according to the thought, could use the guns for contest prizes, resell them or pass them around for the private use of employees.

### Ireene Wicker in Serial

### RAY OF HOPE

Congress this week.

# **PROPOSAL**

Irna Phillips, who has three sponsored scripts on the networks, is writing another daily serial which will star Ireene Wicker, now exclusively with Kellogg.

Miss Wicker was in on the start of Treedey Children

# COMPARATIVE AGENCY SPENDING (1935-36-37)

(mutual Expend	itures Not	Counted Price	r to 1	937)
AGENCY	1937	1936	1 30 1 1	1935
1. Blackett-Sample-	275		1	1
Hummert	\$7,293,489.70	(1) \$6,011,665	(2)	4.774.90
2. Lord & Thomas	5,549,195.00	(2) 5,573,278		3,335,37
3. J. Walter Thompson.		(3) 5.148.557		4,990.64
4. Young & Rubicam	3,821,010.40	(7) 2,244,484		1,530,67
5. Benton & Bowles	3,634,240.00	(6) 2,419,182		3,449,43
6. Ruthrauff & Ryan	3,407,886.00	(12) 1,237,928		886,64
7. Compton Advertising	3,001,600.00	(8) 2,018,344		1,372,17
.8. N. W. Ayer	2.842,215.00	(4) 3.276.155		2,964,09
9. Newell-Emmett Co.	1,951,261.00	(14) 1,189,426		734,31
10. B. B. D. & O	1,801,695.90	(5) 2,716,819		1,111,61
11. Stack-Goble	1,495,307.00	(9) 1,501,678		1,386,27
12. Wade Advertising	1.457,470,00	(13) 1,220,132		858,67
13. Lennen & Mitchell	1,380,063.00	(18) 782.043		945.17
14. Neisser-Meyerhoff	1,232,960 00	Not among	first 20	nendere
15. Maxon	1,146,788.00	Not among	first 20	penders
16. F. Wallis Armstrong.	1,128,540.00	(11) 1,256,154	(16)	893.51
17. Wm. Esty	1,033,263.00	(16) 1,047,534		946,10
18. Roche, Williams &				0.10,10
Cunnyngham	958,509.80	(15) 1,048,683	(15)	910.32
19. Gardner Advertising.	928,326.00			penders
20. Erwin, Wasey & Co	920,263.03	(10) 1,467,959	(6)	1,730,21
TOTAL		*\$42,497,972		$\cdots, \forall g_{j}$
EXPENDITURE	72.2%	73.7%		

· Hutchins, Paris & Peart and Campbell-Ewald included Nehi, weekly half-hour features

(Note: these figures compiled by the Variety RADIO DIRECTORY (Vol. Tim (Ryan) and Irene (Noblette)

II, in preparation.) This is the only compilation in which the correct and George Olsen's orch.

### Bonfire

St. Louis, March 8.

As its part towards automobile safety during the National Used Car Exchange Week WTMV took its portable Fairchild recording apparatus to a downtown lot in East St. Louis Friday. (4) where Chief Announcer Fred Moegle described the burning of 40 rejected used cars in a huge bonfire. The recoding was played over the station the same night.

Station also worked out a deal whereby biggies of the St. Louis Automobile Dealers' Association were interviewed on the air by Woody Klose, WTMV's program director. Dealers got free time-to plug their cars and station grabbed its share of used car spots. St. Louis, March 8.

Detroit, March 8, CKLW fed to Mutual half-hour of Detroit's two-mile long used car parade, last Saturday (5), held in conjunction with automotive industry's mammoth national drive.

automotive industry's mammoun national drive.

Mike was set up at reviewing stand front of city hall, where Mayor Richard Reading and auto moguls watched pa-rade and spoke over chain.

washington, March 8.

Washington, March 8.

Mass funeral of the Capital's most rickety jallopies held Monday (7), presided over by Washington's Negro cleric, Rev. Solomon Eightfoot, Micheaux, nationally-known head of the Happy Am I' Church.

Broadcast was put on by WJSV, as long parade of decrepit vehicles was cremated on funeral pyre next to the Mount Olivet Cemetery, as a feature of National Used Car Exchange Week.

Philadelphia, March 8.
KYW strung lines to north-eastern end of the city last Fri-day (4) night to air description of bonfire made up of 500 an-cient autos. Mike for broadcast was set up on roof of nearby building with dame by form building, with flame-by-flame by Le Roy Miller.

### Unsponsored 122 Wks., Fishface and Figgsbottle **Dropped for Economy**

After sticking the longest unbroken stretch of any sustaining comedy show on NBC, the half-hour variety program of Senator Fishface (Elmore Vincent) and Professor Figgsbottle (Don Johnson) curled up its toes Sunday (6) with 122 weeks chalked. And with the fold the comedy team parted ways.

NBC dropped the program as an economy measure; it was the most expensive non-commercial program the network carried.

Fishface plans to continue as a single, using his pseudonym. Johnson has definitely discarded his comedy label and will concentrate on scrivening for the ozone. For past month he has penned material for the Anacin program, while Jane and Goodman Ace basked on the beach at Miami.

During their long, uninternuted.

Goodman Ace Dasher at Miami, During their long, uninterrupted run the team of comics became one of the air's most famed steady sustainers. NBC Artists Bureau, which are never succeeded in handles the pair, never succeeded in unearthing sponsor for them.

### STANDARD BRANDS PARCEL OUT 2 ACCTS.

Standard Brands has turned the advertising account of Fleischmann Gin over to Erwin, Wassy & Co, while Royal Baking Powder, another subsid, has gone to McCanh. Erickson, Otherwise the alliance between Standard Brands and J. Walter Thompson remains unchanged.

### Chicago Meat Firm Takes Daily Show on WNEW. N.Y.

Station WNEW, New York, has sold David Lowe film chatter quarter hour. Broadcast Meat Products of Chicago will sponsor six nights weekly at 7 p.m.

One of largest deals, ever signed by station. George Hartman agency, Chicago.

# **Joe Rines' 78 Transcriptions** Made in 9 Days

Wednesday, March 9, 1938

Something of a record in recordings are the 78 transcriptions Joe Rines turned out for McCann-Erickson on behalf of 20 Grand cigarets at the World studies in New York this week. He did the 78 waxings in nine the World studios in New Yo,k this week. He did the 78 waxings in nine days, deemed sensational, since the agency was making boy, that he couldn't do it in his contracted 11-day period. Considering the \$500-ber-day rental for the World Broadcasting Studio, the \$500-a-day for each musician, no overtime, etc., the bringing down of production costs makes this an unusual thing. Transcription recording average runs flave to six platters; Rines had to average eight to nine. He only did 81 sides in all, three being rejects. Martin Block ad libbed the commercials; and the specialists comprised the Pickens Sisters, Economosys, Melodears and Roy-Campbell's Royalists (7). Don Shaw, head of McCann-Erickson's radio department, supervised.

The 78 transcriptions means three a week for 28 weeks on whatever time Twenty Grand buys. Some 360 numbers went into the 78 platters, four to five per recording.

numbers went into the 7 four to five per recording.

### ROYALTY WITH TOUGH NAMES FLOORS BOYS

Washington, March 8.
Quite a to-do over the influx of royal orientals in the nation's capital, with a National Broadcasting news commentator. Earl Godwin, throwing in the sponge on the foreign names and referring to the three sisters of King Zog of Albania as Winkin, Blinkin and Nod.'
Arrival in town of His Royal Highness, Sald Bin Taimur Bin Faisal, Sultan of Oman and Muscat, was described as the coming of 'About ben Adam Beir Mir Bis Du Schoen,' by the bewildered newshawk.

Recent delegates to the Washington NAB convention might be interested to know that H.R.H. Sald Bin, etc., and his suite of turbaned satellites, and his suite of turbaned satellites, hung out at the same hotel where all those hangovers were acquired. Sultan and his cohorts, spent most of their time at the hotel's windows, eving the 14th street traffic and intiguing localities with a display of royal bath towels, bed sheets and other native costumes, with at least one bare foot wiggling its derisive toes over the windowsill of the hostelity. Bets were being made in the National Press Club—just across the way—as to whether the Oman-Muscatites were interested in unveiled female government workers, or what.

### FREE RADIO PLUG

Hervey Allen's New Novel Gets Ballyhoo on NBC Blue

Hervey Allen's new novel 'Action at Aquila' was dramatized in a 30-minute broadcast last Saturday (5) over WJZ. Program was a tainer and did not originate as sales promotion. It's the second free plug for a new book in recent weeks. 'Aquila' is published by Farrar & Rinehart. Script was written by Welbourn Kelley.

Other recent book dramatization was done by Columbia Workshop which aired 'Madame Curie' published by Doubleday, Doran a few weeks back. It was scripted by William N. Robson.

### Griffin Nixes Audition; Another One Submitted

Another One Submitted
Griffin All-White (shee polish) last
Show contained Bunny Berigan's
orch, Ray Heatherton, Budd (as a single, formerly Shoopnagle's partner), and David Ross.
CBS is now offering Hal Kemp's
crew, without any outside vocalists
or trimmings for the same figure the
thumbed-down roster was auditioned
for. Sponsor wants to slip a show
into the Tuesday 10-10:30 p.m. iche
over CBS.

Leonard J. Howe has joined the news staff of WHO, coming from WJBC, Bloomington, Ill.

# PESSIMISM NOT WARRANTED

# GODD OMENS AS NUMEROUS AS BAD

Fold-Ups, Shifts, Much Speculation Have Tinged Conversations Recently with Question - Marks — Some Curtailment of Overhead Reported — Automobiles Started It

### FALL BIZ GOOD

While surface conditions point to a sharp falling off in radio-business for title spring, and summer, as compared to 1937, the opinion around the advertising agencies is that fall will see the big and small advertisers back the broadcast bandwagon, in as great a number as prevailed last season. Trade all around, it is predicted, will profit from advertising appropriations that were ordered frozen as the business index continued its downward course. Agency men and broadcasters alike are regarding what they have running on the books with fingers crossed. General run of 1900 billings for January and February has been good, but there's always the cancellation clause contained in practically all contracts to keep the stations agitated and wondering. Hope exists that the business index will start showing an upswing any week and that advertisers will take this as their cue to launch the summer campaign which they had been submitted by the agency and shelved.

Don't Mention It!

Don't Mention It!

Interesting sidelight on the situation is the way agencies have differed in their reactions. Some have taken, the line of least resistance and figured that if they started talking to their accounts about going on the air the latter might, recall that he had an advertising appropriation riding and decide that a cancellation in this direction would be a smart piece of economy. Other agencies have ignored the sliding business index and have taken to more vigorous pounding at their clients' pocketbooks, arguing that it's for them to take advantage of their competitors' retreat to their storm cellars by plugging

adding that its for them to take advantage of their competitors' retreat to their storm cellars by plugging their own wares more than ever.

Outstanding case of an aggressive agency is Batten, Barton, Durstine & Osborn, which in recent weeks has introduced three major spot campaigns through the transcription route, and has a couple more in the offing. This agency figures that if they won't go network it has something in the way of spot broadcasting that if can give them. The three newcomers that B.B.D. & O. has already set for disc rides are American Stove Co., the Pyrex division of the Corning Glass Works and Armstrong Cork Products (rugs).

All business men and pulse-takers are watching the current Used Car Exchange campaign which has \$1,500,000 behind it. This is sympto-

### NBC Ins. Outs

NBC has 13 commercial programs slated to come off within the next few weeks, while General Mills, Chesterfield, Allis-Chalmers, and Nehi are listed among the immediate and future incoming accounts. The exits are as follows:

H. Fendrich Cigar, March 20, Packer Tar Soap, April 3.

Crystal Shaker Salt, March 27.

Armeo, March 27. Sherwin-Williams, March 27. Ralston-Tom Mix, March 28. American Banks, April 11. Sloan's Linlment, April 11. Household Finance, April 26.

o soil in	the du	st bow	l. Le	aders	. 11
dio were	e:	Tay-	4.	2 1 1	
ickett Sai	nple-Hu	nmert:	c \$7.	203:48	9:7
rd The	mas	128000		540 Tte	

Lord . Thomas	5,549,195,00
J. Waller Thompson	5, 283, 134, 00
Young & Rubicam	3,821,010.40
Benton & Bowle,	3,634,240.00
Buthrauff & Ryan,	8,407,886,00.
	3,001,600,00
N. W. Ayer & Son.	2,812,215.00
Newell-Emmett	1.951.261.00
Batten, Barton, Durstine &	
Oshorn	1,801,605.90
Stack-Gobile	1,495,307.00
	1,457,470,00
Lennen & Mitchell	1,380,063,00
Neisser-Myerhon	1,232,960,00
	1.146,788,00
F. Wallis Armstrong Co	1,128,540,00
William Peter	1.033.263.00
Roche, Williams & Cuntyng- ham Gardner Krwin, Wasey	
ham	958,500,50
Gardner	D28,326,00
Brwin, Wasey	920,263,03
H. W. Kastor,	906,717.00
Camphell-Ewald	894, 108, 00
McCann-Ericksa	884.366.00
Riow	875,297,32
Hutening	790,805,00
Arthur Kudner,	770,341,00
MacManus, John &	- 750, 420,00
MacManus, John &	11091, 161,00
Aubrey, Moore & Wallacez,	588,971,00
Buchanan	558,045,00
Magx Reeves	. 551,132,00.
Sweeney James	537 131 100
Cecil, Warwick & Legler	511, 186, 50
Hutchinson	504,521,00

### Favorable Omens

Favorable Omens

National spot biz last week got much additional hypo. Signs for spring are increasingly promising.

Association of Auto Manufacturers' dropping of spot series for used models in laps of over 400 stations was a surprise goody. Studebaker, which has remained aloof from the air all year, is awakening with a campaign; another layoff this season, Oakite, is already placing blurbs through Calkins & Holden agency, Noi Tan cigare starts April 1 with a spread across 50 stations.

Goodrich Tires off the ozone for two years, is feeling its way back with spot buying via Ruthrauff & Ryan. Procter & Gamble is extensively placing waxed quarter-hour series of Allen Prescott's Wifesaver programs, which have been sustain-

sively placing waxed quarter-hour series of Allen Prescott's 'Wifesaver' programs, which have been sustaining over NBC all year.

Crisco, through Compton agency, is concentrating spot campaigns for two separate regional sales drives. Northwest, from Minnesota to the Pacific slope and New England are the areas. Buying is big in both.

N. W. Ayer agency has large plans for the series of four-a-week waxed Howie Wing' quarter-hours. Agency started buying, then pulled in. Kellogg, who has 'Wing', has not yet set its entire baseball-game campaign. Until all deals are closed, Wing' will be withheld, save in regions where there is no baseball, such as Arizona and New Mexico. Wax serial has been placed on stations there. Stimulant to national spot is newed vigor in retail sales. Advertising placements are always graphed on these sales, and not on production of goods. Retail market has been strengthening.

All business men and pulse-takers are watching the current Used Carberdage campaign, which has \$1,500,000 behind it. This is symptomatic both as a pump-priming technique from Detroit and as dramaticing the idea of extending instead of restricting advertising fo drive over a bump section of economic road.

\*\*Depressants\*\*

In the case of radio stations, it is evident hat the AFM, demands have been above psychological effect. It is also true that the recent talks of Chairman McNinch and Senators Burton K. Wheeler have depressed the spirits of broadcasters by suggesting an artificial limit on profits. Tailure of the networks, notably NBC, to assert themselves aggressively in biz-chasing and biz-building has struck a negative note. Out of the present slough of despond, however, it is expected that broadcasting will shake itself into new alertness than one by sluggish drifting.

After a fall the figures for 1937 (Vantury Radio Directory, Vol. II in preparation) are the best assurances of all that radio broadcasting's prosperity rests on a solid foundation that cannot be readily blown off like weeks, effective after April 28 but onto New York.

has not disclosed whether it will carry on with the MGM show beyond that date. Original contract with the film producers was for 26 weeks, ending April 28, and the question has arisen as to whether Metrowould be agreeable to continuing through the summer with a lighter and cheaper setup.

Metro, it is understood, is willing to renew but would prefer to go off or the summer and return to the Maxwell House period in the fall.

3.NBS Seasonals Off.

Maxwell House period in the fall.

3. MBS Seasonals Off

NBC-blue loses three of its Sunday
afternoon programs on March 27.
Fades are seasonal.

On Broadway' (Diamond Crystal
Salt) variety half-hour leaves after
26 weeks. Frank Simon's band
(American Rolling Mills) filts after
13. stanzas. Met Opera Auditions.
(Sherwin-Williams) folds after 26
weeks.

weeks.

uthrauff & Ryan is inquiring for available time for spot campaign in behalf of Goodrich Tires.

Film Star Cosmeties
Mary Pickford wa: in New York last week huddling with Ruthrauff & Ryan about the exploitation of a cosmetic line which to carry the Pickford name.

Plugging of Constance Bennetts cosmetic group will be handled by Stack-Goble, Chicago.

St. Louis, March 8
KMOX extended the use of its studio auditorium last week to metropolitan St. Louis dealers of the American Stove Co. More than 400 attended the meeti called to outline the stove company's radio campaign which gets under way Friday.

(18). M. R. Frazen of Batten, Barton, Durstine & Osborne, conducted the meeting.

Baltimore, March 8.
Both WBAL and WFBR here tied in effective on National Used Car-Week. WBAL put on half hour program specially written by Broughton Tall of station staff, which closed with effective salute and drum rolls for individual car-manufacturers. WFBR placed, its trailer and mobile studio, in two-hour car parade, picking up by short wave pack, highlights of, procession and rebroadcasting at intervals in the doings.

Hartford, March 8.
Hartford's three radio stations combined Saturday night on a New Car Dealers Salute as part of National Used Car Week,
Program-emanated in WTIC and was fed to WTHT and WDRC.

Boston, March 8, Yankee Network new business: American Tobacce Co. (Lucky Strike Cigarettes) 91 one-minute disc spots, daily full week, ending May 14. Placed through Lord &

Lever Brothers Co. (Spry), 728 30word announcements. Ruthrauff &

Clear-Again, Inc., Chicago (Clear-Again Cold Tablets), 36 15-minute

### CBS' Ins, Outs

Columbia has three new-comers set for the spring, Grif-fin Shoe Polish, Household Fi-nance, and Popsicle (May 2) and has 10 accounts bowing out and has 10 accounts bowing out during the next few weeks. Part of the new business, United Brewers program with Lou Holtz, started Monday night (7). CBS foldees include the following:

following:
Wrigley's Sunday show.
Zenith Foundation.
Hammerstein's Music Hall—
(Kolynos).

Carborundum. We the People (Sanka). Lehn & Fink (three day-

timers).

H. J. Heinz—Channing Pol-Pontiac-News Through Wom-

Vick's Sunday Musicale. Lucky Strike Hit Parade

programs Aubrey, Moore & Wal-lace, Chicago.

Dargett Chécolate Co., Cambridge,
Mass., 37 temperature reports, three
times weekly. Harry M. Frost,
Boston.

Joseph Breck & Sons, Boston Joseph Breck & Sons, Boston Breck's Seeds), 52 15-minute pro-grams. Peel, Denton & Palmer, Boston.

grams. Peel. Denton & Palmer, Boston.

Baker Extract Co., Springfield, Mass. (Baker's Extracts), 25 participation, spots in the Gretchen McMulen Household program, once week-light. March 31 to Sept. 11. Wm. B. Remington, Inc., Springfield, Mass. Axton Fisher Tobacco Co., Louis-ville, Ky. (Twenty Grand), 78 5-minute programs. March 14 to Sept. 9 Placed through Young & Rubicam, Inc., New York.

McKesson & Robbins, Inc., New York (Cálox), renews with 260 Isminute disc shows, five times week-ly. Listing: 'Joyce Jordan Girl Interne.' Gardner 'Adv. Co., New York.

Emerson Drug Co., Baltimore, Md.

York.

Emerson Drug Co., Baltimore, Md.

Emerson Drug Co., Baltimore, Md.

Gromo-Seltzer), 39 15-minute pro
grams, Sundays, April 3 to Dec. 25,

1938. Placed, through J. Walter

Thompson, New York City.

Knox Gelatine Co., Johnstown,

N. Y., 28 participations in the Gret
chen McMullen Household program,

twice weekly, ending April 22. Fed
eral Agency, New York.

Lindsay Ripe Olive Co., Lindsay,

Calif., 52 participations in the Gret
chen McMullen Household program,

ending July 22, 1938. Lord & Thom
as, San Francisco.

as, San Francisco.

Chicago, March 8.
Earlier rumors that Skelly was readying to quit its. Court of Missing Heirs' program over Columbia this month are without foundation.

Skelly Oil has indicated to its agency, Blackett-Sample-Hummert, that it will continue beyond its 26-week mark which takes place in March and go for an additional 13 stanzas and likely to go right through the summer.

# Pall Mall's Pan At U. S. Cigarets Disturbs Admen

Pall Mall cigaret radio advertising copy exciting some trade ment. In stressing purity of its own product the cigaret is hammering across very strong case that:

across very strong case snat:

(a) Ail other American cigarets are made of flavored and colored shredded straw with a few traces of real tobacco faintly present.

(b) American purity laws are lax and ineffectual but English laws really myter the consumer.

protect the consumer.

This slap at competitive brands and at the standards of the United States is seen by some advertising men as very dubious wisdom.

### NBC NAMES CONCERTS TO FOLLOW TOSCANINI

Symphony concert series that will run through part of June has been arranged by National Broadcasting Co. to immediately follow Arturo Toscanini. All have been set for the same 90-minute spot used by Toscanini Saturday nights and will be network from largest NBC studio. Five name conductors have been scheduled.

been scheduled.
Carlos Chavez, Mexican conductor, will direct the same symphony musicians handled by Toscainit on March 12, 19 and 26. Artur Rodzinski, Cleveland maestro, is set for April 2, 9 and 16. Plerre Monteux, of the Boston Symph, who drilled the Toscainit group, is scheduled for April 23 and 30.

Sir Adrian Boult BBC symphonic

April 23 and 30.

Sir Adrian Boult, BBC symphony tonductor of London, will baton May 14, 21. Bernardino Molinari, maestro of the Augusteo concerts, Rome, expected after Boult.

### 2 New Radio Corps.

Albany, N. Y., March 8.
Airways Broadcasting Co., Inc.
New York, has been chartered by
the Secretary of State to conduct a
radio broadcasting business with a
capital stock of \$500,000. Coudert
Bros. filed the incorporation papers.
James E. Hughes, Paul Jordan and
G. Truman Thomson are listed as directors.

Kingston Broadcasting Corp. has been chartered by the Secretary of State at Albany to conduct a general radio broadcasting business, with capital stock of \$15,000, \$15 par,

value.

Directors are John R. McKenna,
Long Island City; Norman B. Furman, Brooklyn, and Benjamin S.
Colves, Mount Vernon. McKenna
and Furman, with Florence Wolin,
Brooklyn, are subscribers to one
share of stock each.

Cashin & Ewig, Kingston, N. Y.,
filed the incorporation papers.

### CRISCO CHOOSEY

Buys Chain Breaks if Following C.A.B. Top-Bank Programs

Crisco account spurted into action over the past week-end with a vequest for immediate availabilities for chain break announcements in the New England territory. Markets quired were booked within 12 working hours.

Soots stipulated were night time, either preceding or following network programs with high popularity ratings. Account was willing to contract as many as 21 announcementy per week, providing each of the breaks was worthwhile.

# Procter & Gamble Shows, an Hr. Solid, Step Into Gen. Mills' CBS Breach

### CBS SCORES ONE ON NBC IN SPORTS EXCLUSIVES

NBC got a jolt when CBS stepped in and secured an exclusive on the K of C trackmeet at Madison Square Garden, Sat. (12).

K. of C. trackmeet a manufacture of Gardeus, Sat. (12).

On the I.A.A. meet last Sat. and the A.A.U. affair the week previous NBC held exclusives, but rouding training the control of the carrying privileges to WOR. Trade estimates two meets were worth about \$3,000. Madison Square Carden demands, a payoff when mikes are moved in for the runs.

With Toscamini Jading with last Saturday's broadcast, NBC wanted the K. of C. carnival and shaded to prepare for it, when Columbia grab was discovered.

Spots stipulated were mgnt time; cither preedings or following inetwork programs with high popularity attings. Account was withing to contract a many as 21 announcements of was somethybrid.

Jack Van Nestrand in N. Y. Jack Van Nestrand in N. Y. Jack Van Nestrand in N. Y. Townstand in N. Y. Tow

## Follow-Up Comment

Edward G. Robinson-Claire Trevor combination continues to decorate that Rinso half hour from Hollywood entitled Big Town, wherein each week the underworld does its dirty work, but eventually comes to grief work, but eventually comes to grief which were the underworld does its dirty work, but eventually comes to grief which was a literary them. The work was the result of the program of clarity. Its plot is kent simple and easy to follow. It builds a considerable tension. This was displayed anew in the episode dealing with the numbers' racket.

Writing and direction are tight.

anew in the episode dealing with the numbers racket.

Writing and direction are tight and the two leads carry through very ingratiatingly. There is a wiss of romance, but not enough to antagonize the mush-scorners.

Rinso sales dramatization, wherein a couple quarrel over the washing of dishes with the husband standing on his lord-and-master rights of non-co-operation with the after-meal debris, was the sort of radio advertising that makes people smile indulgently. Its absurdity is not, however, necessarily askew with the aims of advertising. Even the smilers got the idea—use Rinso and you don't have to dry the dishes. Cut-ting one process in the dish laundrying problem.

Headrik Van Loen, a custaining groblem.

Hendrik Van Loen, a custaining gpieler over NBC, predicts Adolf Hitler will be 'out' very soon. This prophecy, he made some time ago, and last week he attempted to amplify and clarify. He did not altogether succeed, although he argued dairly. His point was that Hitler is antagonizing the real England' that will eventually rise and smite him down. Neville Chamberlain won't carried the state of the commentator declared.

Sheer sensationalism of his thesis must have held Van Loon a large audience throughout his quarter hour. But that he convinced any-body is less certain. His own statement that enemies cannot be wished away seemed the appropriate answer for his wishing the English contains the state of the state of the state of the convinced any-body is less certain. His own statement that enemies cannot be wished away seemed the appropriate answer for his wishing the English contains the state of the state of the convinced any-body is less certain. His own statement that enemies cannot be wished that the convinced any-body is less certain. His own statement that promise cannot be wished that the convinced any-body is less certain. His own statement that prediction of in a year or so'—his commercial value as a radio commentator would be greatly enhanced.

Andrew Carnegle's career as dramatized over Mutual by Famous Shoe made pretty good listening. It was substantially factual with a minimum of gush. Program naturally is going to steer clear of any controversial aspects of Famous Fortunes' and Carnegle's social-minded benefactions placed him on a specture of the steer of the steer

Jerry Danie Dave Driscoll team of vox poppers for WOR, New York, took their cables into the Carroll Club (for Catholic working girls) and 'surprised' the young ladies in the midst of an attack of sell-con-scious gigles that hardly subsided long enough to get in much else but girdles.

long enough to get in much else but gjørdes. Quizzi skirts anything and Quizzing described to the state of th

slow tempo.

Tenderleat Tea's amiable collection of personalities, united under the caption 'One Man's Family' originates from San Francisco and talks about real places in and near that city. This authenticity is a small background detail that few other script programs ever bother about, Indeed the care and skill displayed by author Carleton Morse is remarkable not alone for its own intrinsic merit, but as a contrast with the slappy-sloppy attitude the draftsminship of most script writers.

This one moves leisurely. The contrast of the care with infinite smalland the contrast of the

which the hokum congeals into ickyness.

Clifford is at one point discovered
in a hospital bed in the act of having
his person washed by the nurse. The
nurse is pretty, Clifford is debonair.
The situation is human everyday hospital situation. But just
shocking enough for radio to jolt
listeners into a trifle closer attention.
Clifford is married, but not playing
at it very much. The nurse affair
surgests complications to come.
Thus, the carry-over interest. At one
point a thoughtful and kindly dad

Henry Burble program on NBC for Mennen's shows improvement after an unimpressive getaway. A great deal, perhaps still too much, is crowded into 15 minutes. One result, however, of this crowding is that nothing takes very long, and the pace is therefore relatively zippy throughout. That is always a production asset for a comedy show.

Burble conped some good giggles.

a production asset for a comedy show.

Burbig copped some good giggles in the process of cross-firing with announcer of the second state of the second state of the second state of the second with humself as a Cinderella. If was not hard to take. But still hard to take is the laughing of the studio audience. Denial has been made that any claque is used, but, nevertheless, there is one an annoyingly loud and unnecessarily enthusiastic laugher that comes the second state of the second

Derethy Thempson coasted through her NBC blue broadcast for Pall Mall (1) with a rambling, stalling entire to how foreign correspondents and the comment of the control of the comment of the control of the comment of the control of

"Stepmether," strip script for Colgate tooth powder, is heightening in plot tension, in connection with sample giveaway as test on show after four weeks on Columbia web, it's evidencing considerable strengthening of writing, with general tone of the cold-time meller stug. but indicating the sort of stuff the femme afternoon listeners lend a ready ear to.

Eddle Cantor did a takeoff of different types of radio announcers last
Wednesday night (2) over WEAFTO TEXAGO. Only so-so.
Not the for TEXAGO. Only so-so.
Statisher of TEXAGO. Only so-so.
Statisher of TEXAGO.
TO TEXA

both are sopranos.

Hellywood Parade show last Wednesday (2) for Lucky Strike over WEAF-NBC handed out a tribute to Ryand Ms. Warner Barter as the Marie Mar

Rudy Vallee program last Thursday night (3) offered a dramatization of Milt Gross's Maybe it's Retter That Way, which appeared in last month's Stage mag. Sterling the strength war work to the studio wiseare who comforts him into the jitters. Bit was only mildly funny for the average listener—not nearly as effective as in the original form.

For one thing, it was too insidey for general radio consumption, it. was based too much on local angles, was based too much on local angles with the strength of the st

cently arrived in Hollywood. Walter, Caliett was the studio wiseacre who comforts him into the jitters. Bit was only mildy funny for the average, listener—not nearly as effective, and the state of the studies of the state of t

would she say? Whereupon Mrs. Chasens obligingly explained she'd ask hubby to meet the bus from the III5 train.

III5 trai

surprising attention.

Edgar Johnson, author and critic, did a 15-minute book reviewing stint on Let's Talk It Over, NBC follue sustainer for women listeners. As is often the case when tome tabers face the mike, broadcast had that extremely serious aura which must be appreciated by the club-femme type, if not by the ordinary for the control of the c

clear.

Lloyd Hughes of silent films discussed Australian methods of picture making on a Hollywood in Person appearance. Recently returned from five months' engagement in Aussie features, Hughes said that climactic conditions and scenic background in the Land Down Under compared favorably with those of pared favorably with those of satisfied the said power of the season of the said for the sa

Walter O'Kecle and the material writers compounded an exceptionally strong assortment of laugh stimulators for Packard's foldee broadcast last Tuesday night (1). The cast reversed the usual procedure by bidding one another ta-ta at the opening program. For a while after that the lid at self and sponsor kidding was completely off.

O'Keele, after lamenting over the short careers he has had on successive programs, explained that the show was going off for the summer, adding quickly, 'You know, we're have a very early summer. It was a consistently funny script.

shave a very early summer. It was a consistently funny script.

Shirley Temple, among an assortment of players, was heard over Mutual Friday night as the 'preview premiere' of Rebecca of Sunnybrook Farm' (20th Century-Fox) turned out to be different in name only from the usual spraying of compliments and gush. These sessions as heard—cold—3,000 miles away are uproariously comical unconscious self-burlescuing of the poured out of containers hokum is Dured out of containers and good toby George Fischer who was presumably paid by Mutual but working for Darryl Zanuck. He officiated at the mike under difficult circumstances and handled himself well. It was a tough fill-in on occasions with the presence of newsreels cameras and a constant request from them to Typaat the hello speech slowing down matters.

Romer Croy, tagged as writer of most of the pictures in which Will Rogers appeared, gave a laughable explanation of his w.k. gag, sending letters to friends on the stationery of other people and establishments, many of them bizarre, in an appearance on Hobby Lobby over CBS, and the story written on the dideck in the story, written on the dideck in first story, written on the dideck in first story, written on the dideck in the story, written on the dideck in the story written on the dideck in the story written on the dideck in the story, written on the dideck in the story written on the story written of the story written on the story written of the story written of the story written on the drum waiting to coperate on the drum steps of the story with alfred Salmangi's Hippodrome Grand Opera (Company, recently guested on two such networkers within a week.

# **Shows Duck Tough Opposition**

Three NBC accounts have obtained changes in schedule as the result of other commercials folding. It's been the policy of the network to permit a running client to better his spot if it hasn't already been optioned by advertiser that wants to join the network.

U. S. Tire is slated to take over the spot now held by Eddie Cantor-Texaco, March 30 (NBC-red, 630-9), in order to avert competition with the Fred Allen Show, Ponds Cold Cream is set to move into the 8:30-9 pim. niche on the blue, April 1, and thereby getting away from having Edward G. Robinson and Claire Trevor against it Tuesday nights, while Fibber McGee and Mollie (Johnson Floor Wax) are going over to the 9:30-10 spot on the NBC-red, Tuesday nights. Latter program is now on at 9 o'clock Monday nights, same network, with the Lux Radio Theatre as competition.

Dramatic Serial MARAM With Henricita Tedro, Norman Gott-schalk, Edwin Love, Franklin Adams, Jean McDonaid, James Andelin, Gene Byron. CRISCO CRISCO CRISCO Daily, 2:30 p. m. WOR-Mutual, New York

Daily, 2:30 p. m.

WOR-Mutual, New York

(Compton)

No use dwelling on how much this title was inspired by the late Marie Dresslers. Tugboat Annie or how much-following the sponsor hoped to catch by the similarity. Suffice it to say this is no sequel nor replica. It's another aggressively ordinary hoke meller about good old Hannah and her warm-hearted pais, Bridget and Ellen, and about Ellen's tearoom and her somewhat errant admirer. Clem O'Leary.

It seems business isn't so good at the tearoom. That's probably not so surprising in view of an unexplained rumor about rat poison. But another poisonous bit on the show is the brogue, that braces through the series, beggrath, to enough to drive a body daff, that it is.

Commercials are plenty windy and, according to the blurb make Crisco at the the housefrus duys at three-pound can, she gets just three times much as in a one-pound, can. Maybe Ellen ought to try some for her tearoom.

Show is produced in Chicago by Blackett-Sample-Hummert for Lava

her tearoom.

Show is produced in Chicago by Blackett-Sample-Hummert for Law soap. It's waxed there and spot-placed around the country for various sponsors. Compton agency handles it locally for Crisco. Hobe.

dles it locally for Crisco. Hobe.

YOUR FAVORITE HYNN'
With Mr. and Mrs. W. O. Ulrey,
Herbert Koch
15 Mins.—Local
Sustaining
Thursday, 9:30 p.m.
WHAS, Louisville
Quiet, slow - moving, stanza of
hymns, with a message in song for
law, breakers who are lingering behind prison bars. Presented by Lillian B. Ulrey, aided by her husband.
Major Ulrey, head of the local Volunteers of America, charity organization. Herbert Koch handles studio
organ. Major delivers a 'crime does
not pay sermon. Felons must get
awful sick of that rubayear ago, when she appeared on
"We, the People," to sing a hymn for
a year ago, when she appeared on
"We, the People," to sing a hymn for
a year ago, when she appeared on
"We, the People," to sing a hymn for
a year ago, when she appeared on
"Gran accompaniment makes a suitable
background, and the hymns are delivered with a warmth and fevor
which leaves no doubt as to the sincerity of the singer. Hold.

mony trio, and a Croation string group. Understood Miss Riehn, of the firm's bookkeeping department, is slated for auditioning in New York.

York.

Show is aimed primarily for, menting employee relations and originates in WWVA, Wheeling, Visual audience is apparently composed of audience is apparently composed or entitle the state of the s

'HISTORY MADE WHERE YOU LIVE' with RADCLIFFE HALL 15 Mins—Local TROY SAVINGS BANK 7.45 p. m. Monday WGY, Schemectady

(De Rouville)

(De Rouville)
A smoothly scripted, carefully produced show. On the street of the story. Radcliffe Hall, announcer-production man at WGY, acts as narrator and all-parts actor. Brief scenes supplement the running account.

### **Pacific Coast Notes**

Harry Maislish tied up the orange show at San Bernardino for exclu-sive KFWB miking.

James Marion Fidler (and we do mean Jimmie) tied for another year by Procter & Gamble's Drene.

Strend twins optioned for another 13 weeks on Chase & Sanborn.

Columbia studio opening set back a week to April 9 as a convenience to the home office tinhats, who'll private car it west.

Wendell Williams transferred from N. Y. to NBC's continuity acceptance dep't in Hollwood.

Kelly Anthony, KFI-KECA program director, back in harness after malta fever siege of two months.

Rudy Vallee heads for the other coast after March 17 broadcast.

Jack Bunyon, of Lord & Thomas, auditioning new lineup for Union Oil, David Brockman, John Nesbitt and Donald Novis on the dais.

William S. Paley and Paul Kesten in Los Angeles on personal missions.
Father-in-law of CBS prexy passed away and Kesten's mother ill in San Diego.

Charles Vanes was all set to pour it on agency producers at Authors Club luncheon when a beyp of them barged in. His ad libbing in the 20-minute spot won him a pat on the back by Emcee Rupert Hughes.

Ted Bilss is planting trees on his valley acres when he isn't producing shows at KHJ, Los Angeles.

George Jessel's Mutual program now sponsored by Fresh Fish Dealers of Southern California.

Eddie Holden (Frank Watanabe) doing his dialect bit in 'Battle of Broadway' at 20th-Fox studio.

Daisy Hoffman is now in charge of sales promotion for Titan recording studios, San Francisco, and Harry Carney, ex-KFRC, is chief noisician.

Sportscaster Ernie Smith is adding a new half-hour show, 'Hot Stove League,' to his schedule on KYA, San Francisco.

Maurice Gunsky, warbler, will be used in a new transcribed series to be waxed by Titan studios, San Fran-cisco, shortly. At the same studios, Sam Moore has just completed re-cording another, 26 episodes of his 'Swamp Caesar' serial.

Bughouse Rhythm cast, heard Fridays over NBC's nationwide Red web from San Francisco, made its second personal appearance within a week at opening of the Hotel Whitcomb Roof. Conductor Jack Meakin, commentator Archie Presby, Natalie Park (Martha Murgatroyd), scripter Lee Strahorn and Meakin's orchestra also were on hand at the Golden Gate International Exposition's one-year-before-the-fair hanquet recently.

LOU HOLTZ With Dick Himber Orchestra, Ted Husing, Kay Thompson Comedy, Talk, Music 30 Mins. TROMMER'S BEER Monday, 8 p. m. WABC-CBS, New York

Monday, 8 p. m.
WABC-OBS, New York
Something is very, very wrong.
Before this nightmare of a broadcast
here should have been a rehearsal,
and before the rehearsal there should
have been an audition. Surely by
1938 radio must have devised a
working system to prevent what no
charitable impulse. Could possibly
find grounds for exually possibly
find grounds for exually must
the system to prevent what no
charitable impulse. Could possibly
find grounds for exually must
the possibly of the system of the system
to a major network, not
to important money. Rightly or
to wrongly Lou Holtz personally must
take part of the rap. With his long
years in the theatre, with his own
unhappy experience with radio material on previous occasions, how
could he accept such silly meandering, pointless chatter? One interminably embarrassing, unfunny mintue after another, dragging by and
dragging down Holtz completely
wrecked the comedy part of the
show itself with many and contime of the system of the system
and conducts by the same token, the
show itself with many and song by Kay Thompson. This one
sis cooperative, a la the George
Jessel program. In N. Y. it's a suds
scount, U. S. Advertsing Agency
of Toledo cooked up the idea, okay
of star with and a practical sales
initiative to cop more biz by opening
up important talent to local sponsorship. It just goes to prove—again—
that a sales idea is always blah unless the product makes a sap of the promore many as super-colossal in re-

the product makes a sap of the promotion.

The whole undertaking of the first program was super-colossal in reverse. It never rose above the level of a pancake. The lit of Himber's music, the businesslike zip of Husing and the zing of Miss Thompson simply finger-pointed the unprofessionalism of the humor department. Billy K. Wells was supposed to author.

Is there a doctor in the house?

Land.

# ESTELLE M. STERNBERGER Talk

ESTELLE M. STERNBERGER

Talk

Is Mins.—Local

Standards, 12:30 p.m.

WOR. New York

Tabbed The Woman Editor of the
Air, this is commentator stuff from
the femme angle. Although it is by
no means sufficiently high-powered
to stampede the unattached sponsor
field, it's fairly good listener fodder
for the housewife. At least, if milady is as intelligent as Estelle M.
Sternberger's discourse indicates she
thinks, Still, those moronic daytime
serials are tough witnesses for the
opposition. On the session
aught 43 was adventure in everyday life and her thesis was that most
cought 43 was adventure in everyday life and her thesis was that most
wommen give in too easily to the humdrum life. If they yearn for adventure, excitement, romance, find it
vicariously through stories they read,
flims they see, etc. To say nothing
of those daytime radio serials.

Miss Sternberger's particular point
was a book, 'Assignment to Adventure, about to be released. It's by
Irene Kuhn, a newspaper woman
commonplace, refused to accept adventure second-hand, refused to be
ecommonplace, refused to accept adventure second-hand, refused to be
adventure second-hand, refused to be
adventure and while she certainly
did exhaust the subject via repetition, she had a vital point to drive
home, parlicularly from the women's
Miss Sternberger's voice is okay
and her wordage is sufficiently lucid
and colorial. She seems a 'fair

nome, particularly from the women's slant.

Miss Sternberger's voice is okay and her wordage is sufficiently lucid and colorful. She seems a fair enough bet for sponsorship of certain products for the women's market. She would do better to include several topics per program, to keep her remarks pungent and avoid belaboring one subject. Miss Sternberger is head of World Peaceways, Inc.

perger is head of World Peaceways. Inc.

FRANK CRUMIT
With Sylvia Clark, Broadway Jesters Transcription
15 Mins.—Local
ALKA-SELTZER
Thursday, 9:15 pm.
WOR, New York
WOR, New York
Hent afficting many musical et.
series.—crowding of contents which necessitates a don't-spare-the-hosses pace that makes for listening that can hardly be relaxed.

Crumit does his standard mc.
plus piping the recording on and off. Sylvia Clark has good material for her monolog comedy and knows how to project it to prime advantage. Mechanical misfortune.

Which marred her act was the fake studio audience' laughter and palm panning it was artiess amendence studio audience' haughter and palm panning it was artiess and the fact was the fake studio audience' laughter and palm panning it was arties and the fact was the fake studio audience' laughter and palm panning it was arties and the fact was the fake studio audience' laughter and palm panning it was arties and the fact was a tries and the fact with a number. Plugs are good, boned to a work-able and effective minimum of time and bragging.

Bert,

TOBY WING
With Ralph delia Selva
Guest Interview
19 Mins.
Sustaining
WICC, New Haven
In New Haven with 'You Never
Know,' warming up at Shubert, Toby
Wing good-willed at WICC as guest
of Ralph delia Selva, local questionputter. Long-time Paramount film
player, has nice microphone delivery,
Interview, however, showed lack of
preparation, and except for occasional leading questions general effect was minus.
This was Delia Selva's first showing on WICC after some while with
competition exhaler, WBAY. His
voice registers, but his approach
could be a lot more natural. Elem.

### GEORGE GRIFFIN

GEORGE GRIFFIN
Songs
15. Mins.
Sustaining
12:15 p.m.
National 12:15 p.m.
12:2.
12:2.
13:2.
14:2.
15:2.
15:2.
15:2.
15:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.
16:2.

SNOW WHITE AND SEVEN
DWARFS
Transcription
15 Mins.—Local
WHAZ, Troy
Platter carries tunes giving what
is described as a musical preview
of the Walt Disney cartoon. From
its turntabling, listeners will gain a
strong impression that the animated
cartoon picture has a lilting, singable, whisteable score. May be a
question as to how far the musical
accepts will go in selling Snow
White and the Seven Dwarfs. As in
all transcribed clips from pictures,
this one is rather jerky. A narrator
tries to tie story of the action together. Dut randtons and
Announcer signed off broadcast
with tabbing of local exhibition at
Proctor's.

WAY DOWN EAST.

with tabbing of local exhibition at Proctor's.

WAY DOWN EAST'
With Karl Swenson, Agnes Moorehead, Wilmer Walter's 15 Mins, Transcription
WOR-Mutual, New York

(Blackett-Sample-Hummert)
Described as a sequel to the original tear-jerker, this series goes in for the folkey-folksy stuff. Principal characters are Anna and David Bartlett, their burning David Bartlett, the State of the Sample of his philosophy of the Contention little Dave toddle down the burning of the bed, It softened on the old geezer like a haymaker on the chin and the hearfuside was engulfed in happiness. All of which was enough to give a literate listener the fidgits.

Commercials fore and aft explained how Danderie in simply note that the process of the philosophy of the hard side of the hard of the hard burning was an and population of the hard of the hard burning was and population of the hard of the hard burning was and population of the hard burning was and

# NATIONALITY MELODY HOUR' With Hy Schneider, Billy Meyers Orch, Joe Vlasak, guest artists 60 Mins-Local METZ BREWERY

60 Mins-Local
METZ BREWERY
Sundays, 4-5 p.m.
(Bo.zell and Jacobs)
(Bo.zell and Jacobs)
First local production of any size
to be aired in year or so. This varriety hour is paid for by beer and
aimed at guzzlers of all nations.
Staged in Sokol auditorium, which
scats about 1,000. Only time in radiohistory here any local program has
been so staged, and gives hour considerable impettis.
Idea behind programs to alm
each program at certain nationality.
This one of the description of a control
each program at certain calcred to
history here and the stage of the consolvent of the stage of the control
each program at certain calcred to
find the stage of the control
each program at certain calcred in
history here and the stage of the consolvent of the control
each program at certain calcred
each control
each cont

WOKO, Albany, fed to CBS Sat-urday night 25-minute program by Franciscan Friars' Choir of St. Anthony-on-the-Hudson, it being one of a series in Columbia's Chorus Quest, Father Dominic Rapp did number announcing.

# LILLIAN AND DOROTHY GISH The Two Orphans'

LILLIAN AND DOROTHY GISH

'The Two Orphans'
'9 Mins.
OALUMET-SWANSDOWN
Thursday, 8 pm.
WABC-CBS, New York

(Young & Rubicam)
Gish giris teamed up on the Kate
Smith program and turned in a good
performance, although appearance
was not altogether successful due to
the script. For the latter, files were
thumbed all the way back to a legit
play of 1876 vintage, The Two Orspromothis meller that D. W. Giffich
adapted the silent film 'Orphans of.
Storm' that the Gish sisters were
co-starred in years ago.

Effort was made to concentrate
the body of the winde Oxenfoot opus
into 9 mins. Result was that the
sequences were choppy and much
of the melodramatic flavor went out
the windows.

of the melodramatic flavor went out the window.

Lillian Gish played the blind sister, and Dorothy the one who accidentally lost and finally found her. Kate Smith acted as mc, and gushed and gooed like a junior high lassis meeting and getting an autograph from a ten-twenty-thirt' stock company ingenue. Orhestral backgrounding and bridging by Jack Miller's crew was very good, Bert.

# EVELYN GERSTEIN With Edith Tyleston 15 Mins.—Local Sustaining Tuesday, 3:45 p.m. WICC, New Haven

Sustaining
Taesday, 3:45 p.m.
WICC, New Haven
WICC, New Haven
WICC has Evelyn Gerstein, N. Y. U.
extension lecturer at a New Haven
high school, doubling in weekly air
shot. Program briefs on new films,
some previews and others current in
New Haven. Pictures mentioned in
New Haven. Pictures mentioned in
show caught were Bringing Up
Baby and 'A Slight Case of Murder,
both seen in projection room; Gold,
war Felles, Maint at Oxford and
war belies, Andread Chored and
locally; and Rechead, foreign revival skedded by indie theatre.
Miss Gerstein had attended all except 'Yank,' for which she relied on
VARIEXT preview (with credit). All
productions mentioned were praised.
Slanting her spiel at New Haven
filmsgoers, chatter apparently forgets
WICC coverage in station's key city,
Bridgeport, as well as other Consome of the station's key city,
Bridgeport as well as other Consome of the station's key city,
Bridgeport was well as other Consome flows are released in other
spots before they come to N. H. as
well as after, ought to be considered.
Probably would be more sensible to
omit local references.
Miss Gerstein reveals ample background and has effective delivery.
Script could be improved, especially
from standpoint of average film
for the station of the station of the second of the

in place.

BASKETBALL BROADCASTS
With AI Mitchell, Jim Woods
Two Hours—Local
DECKER BROS.
For the first time in Iowa sports
history, airing of the state sectional
creen that the control of the state section
control of the state section of the state section
commentary on the space, secause
of CBS time commitment only two
commentary on the games. Because
of CBS time commitment only two
Barkers showed ease and knowledge of the game in handling chores
and response to the broadcast apparently favorable, particularly since
the gymnasium is SRO. Because
of this angle it looks as though
KGLO may obtain pormission from
Secretary George A. Brown of the
I.H. S. A. A. to air the district tour
next week is warded Mason City
next week is warded Maso

# 23 SKIDDOO' With Herman Chancy Orchestra 15 Mins.—Local Sustaining Mondays, 9:15 p. m. KOMA, Oklahoma City

Mondays, 9:15 p. m.

KOMA, Oklahoma City

Second night in the station's new
studios W. S. Lukenbill and the
KOMA staff slipped in first airing of
this show, without pre warning via
press of radio. Stene is a barroom
of nickel beer and free Junch days
with such soners as Tw. Little Girls
in Blue; In the Baggage Coach
Ahead, 'Only a Bird in a Galded
Lager and 'Cure of Baggage Coach
Ahead,' Only a Bird in a Galded
Lager being aired by beer guzzling
Shappy come-hacks, i.e. 'razzamataz,' Oh, you kid, 'ishkabibble' and
others bring back memories of the
high-top shoe and bustle days. Herman Chang, and KOMA staff orchestra furnish music with quartet made
up of other staff members.

Smoothness of initial airing shows
sood handling in advance work.

Leuis.

KITCHEN OF THE AIR

WITCHEN OF THE AIR
With Jennie Parkinson
36 Mins.; Local
Parkicipation
WABY, Albamy
MABY, Albamy

being extended from 15 to 30 minutes.

Jaco.

OUR. GAL SUNDAY

With Dorothy Lowell, Kar Swenson, Carleton Young, Robert Strauss, Jay Jastys, Irene Hubbard

IS Mins.

Transcription
MYSTIC CREAM

Daily, 12:45 p. m.

WABO-CBS, New York

(Blackett-Sample-Hummert)

All daytime serials sound pretty much the same. At least they all sound as if they'd been written by the same person and out of the same formula. Our Gal Sunday conformula. Our Gal Sunday conforms to type with a vengeance.

Hoke in this case take. the form of a yarm about an ex-doorstep baby by the same person and the same formula. Our Gal Sunday conforms to type with a vengeance.

Hoke in this case take. the form of a yarm about an ex-doorstep baby body-or-oner, had a misunderstanding and returned to the two old miners who raised her. She has her baby with her—and the ether is belabored with appropriate sound effects. They're fleeing now from the rectly with appropriate sound effects. They're fleeing now from the flett with the flee was about to become helpful in an undesired way of Blue Ridge, where Gal Sunday was rapidly acquiring a male admirer and where Aunt Alice was about to become helpful in an undesired way of the Cal Sunday is written the different flett was about to become helpful in an annoamount of trick-voice stuff brings them to life. Baby is particularly phony.

Whole thing is pretty terrible for an initiate in the business. Mystic Cream, according to the commercial, is a product of modern science. Only a few drops and you too can have lovely hands, just like the Hollywood stars.

BUSTON EDISON TEA PARTY

# BOSTON EDISON TEA PARTY with Charle R. Hector Orch. Emma Maurice Tighe, Ken Ovenden, and Walter Burke 11. Mins.—Local BOSTON EDISON LIGHT Tuesday, 4.45 p. " WEEI, Boston (RBBDAO)

WEEI, Beston

(B.B.D.&O.)

Edison Light and WEEI are using Charles R. Hoctor's WEEI house band to effective advantage on this fate matines frame. Header The Header Theory of the Header Header

DINTY DOYLE
Chatter
Lis Mins.
OLD GOLD
Thurs, 7:15 p. m.
WABU-CBS, New York
(Lennen & Mitchell).
Dinty Doyle, who is radio columnist for the N. Y. Journal-American pinch-hitted for George McCall, Old the flood conditions acoust Mins.
He flood conditions acoust Mins.
He flood conditions acoust Mins.
He flood sonditions acoust Min

the detily measured timing of his routine.

'CLUB MATINEE'
With Jackie Heller, Ransom Sherman, Judy Talbot, Bennett and Wolverton, Harry Kogen Orch.

Varlety 60 Mins.
Sustaining
M. to-F.; J. p.m. CT
WENE, Chicago
This is a Chicago studios of NBC, Chicago
This is a Chicago studios of NBC, Cell over the blue and picked up by various stations on the web. These stations use the program according to their needs, with the program incoming to their needs, with the program tocken into convenient 15-minute periods to facilitate cutting in and out.

It's a solid afternoon's worth of variety and rates as good entertainment, especially suitable to the air drawn of the state of the sta

sings in allo wine partner, obe workerton, twangs a mean guitar. Form a pleasant musical team.

GRENFELL BAND
Sidewalk Interviews
15 Mins.—Local
SPAULDING BAKERIES
Dally, 12:05 p.m.
WOKO, Albany
Local version of Vox Pop for which a large listening audience was gathered during two years the latt. Royder and the control of the control o

# **Coast Flood Puts Network Engineers** On Mettle; Off Chain for 30 Hours transfered from WFTF, Raleigh, N. C., from WSJS, Winston-Salem.

Los Angeles, March 8:

California's brand of rain, better nown 'high fog,' played havoc known 'high fog,' played havo with radio from Wednesday (last with radio from Wednesday (last) through Thursday and isolated this town's 15 stations from the rest of the country. Ten inches of rainfall in three days put all lines out aud engineers were put to their mettle to create means of getting. In and out-of-town. For around 30 hours notworks were severed from their local outlets.

local outlets.

Heaviest damage was to lost time, the three networks estimating that around \$15,000 would have to be retained to advertisers. Don Lee Coast, Lewis Allein Weiss, general manager, figuring an \$8,000 payoff would about settle accounts. NBC counted its loss at around \$2,500 and Columbia was expected to top that figure by \$1,000. Indies, said, their aggregate loss would, total. \$3,500. Mechanically, Columbia's KINX was the worst off, it's transmitter at Sherman, Oaks, about 10: miles from Hollywood, being in the midst of the flood's severest ravage. For the better part of a day it, was necessary to short-wave est ravage. For the better part of a day it, was necessary to short-wave programs to and from the studio by means of, a hastily constructed set. Les Bowman and his staff of technicians at KNX rated a bravo from Donald W. Phornburgh, CBS western division chief, for their resourcefulness in keeping the station on the air and being the first outh to get word to the east of the actual conditions.

How It. Was Done.

NBC's A. H. Saxton also performed engineering legerdemain in meeting the emergency. Only by means of contact with RCA's powerful transmitter at Point Reyes, near 'Frisco, was it possible to get through three big hour shows last Thursday. When dawn broke that day the lines were still down and the damage made more complete by the dynamiting of weakened bridges, fouling toll circuits. It was up to the engineering staff to pipe east Rudy Vallee, Bing Crosby and the Metro 'Good News' show. After testing most of the morning it was declared feasible to

### Tut-Tut

Norman Nesbitt, speaking Norman Nesbitt, speaking Friday night over Mutual, marized the flood conditions Hollywood and Southern Cali-fornia with a strictly booster, Chamber of Commerce, busi-ness-okay-as-usual emphasis.

It was a glib and well-done line of palaver that tut-tutted the whole thing, while saying a word of two of regret about the 150-odd victims, who unfortunately seemed to suggest it was

have the Point Reyes station pick up the shows off KFI's broadcast ban I and relay to NBC's KPO in 'Frisco. From there it was shot east."

From there it was shot east. Mutual's Don Lee crew hooked up with the network outside of Ne y-hall. 40 miles from L. A., and .got through after being isolated along with the others. From out of all the experiments made by engineers of the three networks something should develop of lasting benefit. Columbia's emergency equipment looked like something that Rube Goldberg might have invented in a nightmare. But it worked and that's all thal mattered. nattered. Hams Have Their Day

Hams Have Their Day
With all lines of communication
completely ruptured, it remained for
the amateur short wavers to maintain the only contact with the outside, world. NBC's. Saxton: pressed
five of the 'hams' into service and in
that way messages were relayed between the east and west, the twain of
which weren't meeting at all. Transradio Press won the plaudits of the
press for 'maintaining communication through the storm period.
Although all local stations came to

tion through the storm period.

Although all local stations came to the immediate aid of the emergency and broadcast bulletins every 10 minutes, it is likely that quite a few complaints will be forwarded to Federal Communications Commission.

Attempting to outdo one another, several of the indies went overboard on the seriousness of the situation and created fear and panic in many quarters. So alarmed was an agency outfit in Hollywood at a utation's report that the dam above. Hollywood might give way that the

entire office force was evacuated as precautionary measure. All dams held and city engineers said that at no time was there any serious danger of a break. KFWB took an ad in the dailies reproducing a letter from Mayor Frank. Shaw in which the station was commended for the pounder that the production of the pounder that the station was commended for the pounder that the station was commended for the prudent handling of its news broad-casts and aid to the emergency com-

Shortly befor noon of Friday main transmission lines were back in working order and network contacts were completed.

When Los Angeles became isolated during, the recent flood, Harrison

### Happy to Oblige

New York radio agents were gleefully rubbing their prospective. 10% palms midday Thursday when it looked like none of the big shows from the Coast could come through, and emergency were being lined up.

emergency
lined up.
They really did a yeoman job
lining up available talent and
authors, but wound up a goodwill proposition as Vallee,
Metro-Maxwell and the others
came through all right, For
spell, though, it looked like an
agants' holiday, agents' holiday.

Holliway, general manager of KFI-KECA, with 20 years of radio experience, turned on all his candle power, and for some time tried to figure system that, would get through the barricade of elements. For many years Holliway has been an authority on short wave. While other station managers were trying to blow down panic blurbs, Holliway and a staff of technicians went to work on a plan. Rigging up beer mug mike, portable transmitter, a short wave setup and the combined facilities of KFI-KECA, he supervised the first transcontinental broadcast to go out of Los Angeles, giving a first hand account of the flood's ravages. Later Holliway called on six of his technicians, who have short wave sets in their homes, to contact state highway patrolmen outside the stricken area, asking them to short wave general road information.

Picnic Rained Out.

Des Moines, March 8.

KSO'S. Tall Corn Time broad-

Picnic Rained Out
Des Moines, March 8.

KSO's Tall Corn Time broadcast over the Mutual network, was
dedicated Feb. 28 to lowans in California. The radio salute was timed
to coincide with Iowa Picnie Day
in California.

Picnic called on account of rain.

Doyle for McCall
Dinty Doyle, Hearst radio editor
n the N. Y. Journal-American on the N. Y. Journal-American, states he now knows how it feels to make the radio deadline with hot Hollywood chatter. He substituted last Thursday 33 for George Mc-Call in Old Gold. via CBS, being the only N. Y. substituted program that displaced the Hollywood origi-

others came through all right after at first appearing unable to make necessary connections.

### Here and There

George T. Case new production panjandrum at WDNC, Durham, N. C. From WIS, Columbia, S. C.

Ernie Smith, program plotter at WBIG, Greensboro, N. C., series-ing 'Your Star Reporter' for D. Pender grocery chain.

Recent personnel changes at WCSC. Charleston, S. C. John M. Rivers, new station boss; Roland Wceks, new commercial chief, coming from WROL. Knoxville: Lynn

Cecil Carmichael, now continuity editor for WBT, Charlotte, Former bureau manager for United Press.

Novelairs, male trio, being auditioned by CBS for a commercial. Regularly warble for Wheaties over WMCA, New York, Evelyn Pro-chaska is personal manager.

Dick Bray, sportscaster for WKRC, Cincinnati, joins Crosley staff this week as assistant to Red Barber baseball miker on WSAI and foot-ball air worker on WLW.

Les Qualley, field director for N. W. Ayer, Winston-Salem, com-pleting arrangements with WSJS to broadcast the baseball games of the Twins this summer, for Kellogg's.

Jay Jostyn the sole original member of 'Love of Mary Sothern,' which ticked off its 8,000th perform-ance last week. Now for Hinds via Transamerican.

WNEW, New York, starting regu-First from administration bldg.

Louis Tappe in as copy chief in WINS, N. Y. sales dept. Tappe worked with Al Schillin, new commercial chief at station, in the agency

WBRY remoting Leonard Reed's band from Clover club, New Haven, which makes four dance pick-ups in

Walcott Wylie, until lately gram director at WTHT, Hartf has same job at WBRK, new event in Pittsfield, Mass. Bob M tineau has charting job at WTHT.

Frank Tracy and his variety program off WNLC. New London, for several weeks, due to hospital so-

George Couper, sales exec of KXBY, Kansas City, stopped off in Chicago last week on trip to New York to grab off some spring ac-

International Radio Sales firm in Chicago planning to move out of the Hearst building and into the center of radio and advertising row on the

Peggy Morgan, niece of orch leader Russ Morgan, contraltoing on WPEN, Philly.

Adelaide Erwin, formerly on staff of Rochester Journal and the Catho-

## 'The Show Must Go On'—NBC

(Printed herewith is transcript of announcement delivered on behalf of NBC by Jack McCarthy Thursday night (3) after the evening-long tension of the three de luxe Hollywood hours, Royal Gelatine, Maxwell House Coffee and Kraft Cheese was finally over at 11 p.m. It made, in the broadcasting, an effective summation of the network own attitude on showmanship.

Ladies and gentlemen: Tonight the National Broadcasting Company brought you its regular feature commercial programs despite the disastrous flood storms in Los Angeles and Southern California.

From Hollywood tonight the big broadcasts came into your home.

Actors, comedians, musicians, singers—announcers, engineers—all appeared before the microphone to bring you the greatest in radio entertainment.

appeared before the micropione to bring you the greatest in radio-entertainment.

Yet behind every broadcast program from the West Coast tonight there was story of drama. For 24 hours radio and telephone technicians have been working in boots and slickers in order that the tradition of the entertainment world might be carried. The Tradition—the Hollywood and most of Southern Californinave been without telephone telegraph communications with the outside world. And NBC broadcast headquarters in New York for hours could not ascertain whether programs from Hollywood would be available for the coast to coast networks. Finally, through the cooperation and facilities of station KFI, the NBC Red network outlet in Los Angeles, it was possible to schedule the programs from the Pacific Coast tonight. Special lines were run from the NBC Hollywood studios to station KFI. Engineers and telephone trouble shooters in rowboats and on foot worked all day to connect the studios with the transmitter. Artists remained in the studios rehearsing and timing their shows.

their shows.

NBC in New York kept telephone lines to its San Francisco office open all day. From San Francisco short-wave amateur operators relayed messages to another in Hollywood. These amateurs kept messenger boys on the run to the NBC studios and station KFI.

And this is how programs from Hollywood were brought to you tonight. Station KFI broadcast the programs, but because the line connections between Hollywood and the rest of the country were down, the powerful RCA receiving station at Point Reyes, California—some four hundred and seventy miles away—picked up the programs. From Point Reyes it went by line to San Francisco, where NBC put the program on its networks and out to you—the radio audience.

In radio, too, the show must go on,

lic Courier, Joins WHAM staff to HOTEL' BREAK

Ken Sisson has upped his orchestra to 30 pieces with the addition of six violins for his Canadian commercial from Montreal.

and Sterling Harkins are Bert Igon currently filling vacancy caused by the resignation of Danny Seyforth, program director and talent scout for KWK, St. Louis.

Lester E. Cox, president of WTMV, East St. Louis, due back to his deek the middle of month after a pro-longed sojourn in Florida.

Jesephine Halpia, whose One Woman's Opinion' for the St. Louis Dairy Co. is a daily KMOX. St. Louis, show, flew to her old home, New Orleans, to handle a word de-scription of the Mardi Gras celebra-tion for KMOX and perhaps for CBS net.

Oklahoma Network has been booked for 11½ hours political talks with race not yet officially open. Network preparing for celebration of first anniversary April 1.

Rampton Barlow, barltone, heard-over KSL, Salt Lake City, chosen for American Students' Musical Award: Gets one year's voice study in Germany after Sept. 1.

Ron Gamble, of WHIO. Day ton, O., joins announcing staff a WJR, Detroit.

Boots and his Buddles have re-sumed a weekly spot on KONO, San Antonio.

Peter Molyneaux, Texas Weekly publisher, has returned to the air via the Texas Quality Network every Friday night.

Tom Dickey's Showboys and the Moana Hawaiians now on early-bird program, 'Dial-a-Smile,' for WOAI, program, 'Dial San Antonio.

B. R. 'Pat' Patterson has joined the commercial staff of KABC, San Antonio.

'Hayloft Show' now airing twice weekly over KTSA, San Antonio. Fune Wranglers, cowboy band, and Margaret West in top spots.

Vivlan Vorden all-gal orchestra, back on KONO, San Antonio, once a week.

John Flora, assistant to Stan Shaw on Milkman's Matinee, WNEW, N. Y., on vacation in Florida.

Ken Church, commercial manager of KMOX, St. Louis, visiting New York CBS exects and Radio Sales.

# **NOT CAUSED** BY FLOOD

Ironic twist about the lower Cali-fornia floods which balled up net-work radio last week was that they had nothing to do with the break-down in transmission of Columbia's down in transmission of Columbia to major commercial over the two-day (Thursday and Friday) period. All but the last 10 minutes of the 'Hollywood Hotel' hour failed to come east Friday night from Los Angeles because of a wire-service disrupting storm between San Francisco and Denver. Only other commercial that CBS lost out on was George McCall's 'Hollywood Whispers' (Old Gold) Thursday night (3). Dinty Doyle, radio columnist of the N. X. Journal-American, pinch-nitted in this spot.

NBC came through with all scheduled commercials from the

(3). Dinty Doyle, radio columnist of the N. X. Journal-American, pinch-hitted in this spot.

NBC came through with all scheduled commercials from the Hollywood, while Mutual received its slated sustaining shows from the Hollywood, while Mutual received its slated sustaining shows from tHJ, Don Lee's Los Angeles key, CBS also had to pass up the west-to-east transmission of 'Hollywood Showcase' Thursday, but the following afternoon it was able to bring on a sustainer via shortwave from KNX, Los Angeles.

Fear that NBC wouldn't be able to clear the Rudy Vallee, MGM and Bing Crosby shows out of Hollywood Thursday night had two agencies, J. Walter Thompson and Benton & Bowles, scurrying around during the day for substitute programs. B. & B. had Eddie Canton lined up to go on for Maxwell House coffee for \$10,000 and J. Walter Thompson was talking about whipping up a show around Jimmy Dorsey for the Kraft or flying the Vallee troupe to San Francisco when word came through NBC. New York, at \$15 p.m., that everything would be okay.

Interference during the Vallee show that night was bad, due to fact that the sun was going down at the time on the Pacific and to the broadcasting of code messages by an outgoing ship but the service cleared up, shortly after the MGM show got started and, the transmission was practically without blemish through Kraft stanza.

balance of that program and the

offices. Sylvia Carlle has replaced Majorie Parry as his secretary,

Mill Speener, organist at WFIF. Philly, and Charley Sansone, pian-ist with house band, have teamed up in new show tagged 'Console' and Keyboard, heard weekly.

# WLS Renews Threat to Quit NBC. Blue Service Might Shift to WCFL

Chicago, March 8. Possibility that WLS will go en tirely independent of NBC follows the granting to WLS of a permit by the Federal Communications Commission for the erection of a 50-kilo watt transmitter. Transmitter will be put into operation on Oct. 1, 1938, the date on which the current con-tract between WLS and NBC expires. Under the contract WLS has been leasing the use of the WENR

been leasing the use of the WENR transmitter, which belongs to NBC. WLS and WENR share time 50-50 and are on the NBC blue web.

At the present time the WLS agreement with NBC gives the network permission to demand time on WLS for commercial programs on 28 days notice, with the time allourent to NBC being two hours in the morning the NBC being two hours in the morning the transmitter.

ing one hour in the afternoon and an hour and a half at night.

WLS has been using the WENR transmitter on a lease arrangement for the past seven years, and for the greater part of that time has been seeking for the construction of its own transmitter so as to be completely independent of such a rental arrangement.

pletely independent of such a rental arrangement.
Negotiations, between NBC and WLS are due to start immediately, for the retention of relations between station and network, for should WLS go indie the network would, have only the half-time WENB for its blue web programs. WLS has frequently threatened to quit before. NBC, however, has been on extremely friendly terms with WCPL, the Chicago Federation of, Labor station, and there is a possibility of making a deal with that outlet should the WLS negotiations fall through.

# If the Diplomats Reported Radio

By Bob Landry

Strong Note—Whatdya mean, it ain't commissionable?'
Crisis—Sponsor gets fresh with adman's wife.
Utopia—Hollywood.
Siberia—New York, after Hollywood,
Democracy—Four A's convention.
5-3-"C.A.B. Doesn't Mean a Thing'
Purge—A time contract from Street & Finney.
Sterilized Gold—Detroit.
Totalitarian State—Agency controls full account.
Anschiuss—Edgar Bergen and Charley McCarthy.
The Polish Corridor—Chain break announcements.
Rome-Berlin Axis—J. Walter Thompson-Standard Brands.
Sources Close to the Foreign Minister—Vic. Ratner.
Manchukue—Spot Broadcasting.
Yote of Confidence—'Your notarized photostatic affidavit has been received.' (signed) Ruthrauff & Ryan.
The Party Line—Instructions from G. W. Hill.
Gestape—ASCAP.

ASCAP

Gestappe—ASCAP.
May Pay War Debis'—Allied Chemical may go radio.
Reparations—Boake, Carter.
Conspiracy—Ann news story favorable to a competitor.
Beer Hail Putsch—Night life skirmish for an account.

# MUZAK INTO ACTIVE E. T. **RIVALRY**

Ben Selvin stepped out as general manager of Muzak this week to become general recording program director of same outfit. Joe Freed, of Freed-Eiseman, takes over spot vacated by Selvin in downtown office of Muzak. His arrival is held up due to illness although he was expected to take hold Monday (?) while Selvin moved to take up quarters in new studios being built on West 48th street, N. Y.

Selvin will devote his time to new branch office and programming for Muzak under the new Warner Brossetup. Latter recently bought interests of North American Utilities in Muzak.

Under the rearrangement Muzak Under the rearrangement 'Muzak will operate studios for use by agencies buying transcriptions and recordings and as a subsid of Associated Music, which will peddle the music library. Plan is to enter into direct competition with Radio Corp. of America, World Broadcasting and similar platter services. 'Wired Radio' interests of Muzak continue unaffected except for personnel change.

Freed has sold his interest in radio reed has sold his interest in radio receiver \_manufacturing firm' with which he had been associated for over 12 years. Although thought to be out of business, firm has been op-erating as stock set supply source for department stores, etc.

### GEO. HAMID BOOKS WLS UNIT FOR CARNIES

WLS barn dance group has been taken over by George Hamid office for booking around carnies in east-ern U. S. and Canada and fairs dur-

ern U. S. and Canada and fairs during summer months.

About 20 hillibillies, etc., will be taken for minimum and percentage bookings via arrangement with artists bureau of the station. Were tried at Trenton Fair, N. J., last year only other time the east, Have played extensively in west.

### King on Cantor Show

Hollywood, March 8.
Walter Woolf King trained out today (Tues.) for New York, to do
triple duty on new Eddie Cantor
Camel airshow, starting March 28. He will announce, sing and act.

Chicago, March 8.

Henry Busse flew to New York last night (Monday) to discuss with Eddie Cantor the possibility of Busse's orchestra going on the new Cantor program for Camel.

It starts March 28. William Mortis agency booking.

### Doc's Doing All Right

Hollywood, March 8.

Joseph M. Schenck, 20th-Fox, chairman, has sold the yacht, Genevieve, which he purchased on the east coast; to Dr. John R. Brinkley, Kansas, mail order and radio medico for \$100,000.
Craft carrier

Craft carries a crew of 28 men.

### Jack Haley Show Ends With Maple Syrup Season

Hollywood, March 8:
Jack Haley broadcast for Log
Cabin folds April 9 unless General
Foods digs up a new product to advertise.
Syrup show folds before the warm
weather sets in.

### **ACTORS UNION MEETING** 11 P. M. NEXT MONDAY

General membership meeting of the New York local of the American Federation of Radio Artists will be held at 11 p.m. next Monday night (14), probably at the Victoria hotel, N.Y.

N. Y. Session will be concerned chiefly with committee report on the progress to date of the negotiations with the networks and admen.

### AFRA LEADERSHIP

Full roster of local chapter offi-cers in the American Federation of Radio Artists is as follows:

Adio Artists is as follows:

NEW YORK

Mark Smith. Pres.
Walter Preston, 1st Vice-Pres.
Walter Preston, 1st Vice-Pres.
William Adams, 2nd Vice-Pres.
Ben Grauer, 3rd Vice-Pres.
John Brown, 5th Vice-Pres.
John Brown, 5th Vice-Pres.
Wilfred Littl. Treas.
Lucille Wall, Recording Secty.

CHICAGO

CHICAGO
Carlion Brickert, Pres.
Anne Seymour, Vice-Pres.
Phillip Lord, Treasurer,
Raymond Jones, Executive Secy.
LOS ANGELES
Carlton KaDell, Pres.
Thomas Treebairn Smith, Ist
Jice-Pres.
Bill Lawrence, 2nd Vice-Pres.
Yez Seabury, 3rd Vice-Pres.
Georgia Fifield, Recording Secy.
J. Donald Wilson, Treas,
Norman Field, Executive Secy.
PACIFIC NORTHWEST

Norman Field, Executive Sec'y.

PACIFIC NORTHWEST
John B. Hughes, Pres.
Ted Maxwell, 1st Vice-Pres.
Jack; Moyles, 2nd Vice-Pres.
Theodore Hale, Acting Treas.
Vic Conners, Executive Sec'y,
CINCINNATI
Owen Vinson, Pres.
Louis L. Levy, Vice-Pres. and
Executive Sec'y,
Bill Brown, Treas.

MONTREAL
Rene Bertrand, Pres.

MONTRAL
Rene Bertrand, Pres.
Bernard Hogue, Vice-Pres.
Paul De Meulles, French Sec's
George Toujun, English Sec'y.
Adrien Lauzon, Treas.
ST. LOUIS
Don Phillips, Pres.
Allen C. Anthony, Vice-Pres.
Dave Ward, Treas.
Nellie Borth Sec'y

Nellie Booth, Sec DETROIT

Albert Hodge, Pres. Earl Ebi, Vice-Pres. Donelda Penman, Treas. Gwen DeLany, Executive Sec'y.

Fritz Blecki's Aviation Show Chicago, March 8. Blackett-Sample-Hummert agency has platterized some test and audi-tion sessions of a new 15-minute strip show tagged Veteran Pilot. Figured as a possibility for a new account.

Fritz Blocki produced and directed show for B-S-H.

Ralph Nordberg has joined WOR, N. Y., sales. Formerly with NBC.

# Ritz-Carlton Broadcast

Prof. Esso. Sales Meeting.
Philadelphia, March 8.
Regular, KYW. noon news airing for Esso. last Thursday was handled from the Ritz-Cartion Hotel, where Standard Oil salesmen were attending three-day confab. Broadcast came as surprise to gas men, curtain on stage being pulled back to reveal Bill Lang at the mike ready to start. Behind him was a UP printer machine shipped from Chicago especially for the airing.

# **WGN STRESSING MUSIC SHOWS**

Chicago, March 8. Realignment of its night time pelods, especially in so far as its r sical programs are concerned, is being readled by WGN here. Chicago Tribune station has brought in Lou Yacobson, formerly with the J. Walter. Thompsun agency, to supervise the reconstruction of its broadcast day.

Its produces: up.

WGN has specialized heretofore in
dramatic production. It is now planning a similar booming of its musical production. Particularly planning the addition of several variety
shows to brighten up the evenings;

This is figured essential, due to the elimination of cream local bands on remote control pick-ups since the station slapped \$100 weekly service fee on such pick-ups.

### 'Pale Face Wallace' Almost Got a Break

An unknown amateur tenor bear-ing the tag, Pale Face Wallace, al-most got a chance to crash through on a transcontinental hookup Thurs-day (3) when it looked like the Maxday (3) when it looked like the Max-well program would originate in New York. Louis K. Sidney was ready to shoot tenor in. He'd pre-viously attracted attention when wowing em on a WHN amateur broadcast.

Am. got \$50 for his rehearsal Thursday afternoon before the sub-stitute program was found unneces-

### Plug Kendrick Out

Cincinnati, March 8 Cincinnati, March 8.
It was disclosed here over the week-end that D. E. (Plug) Kendick resigned Saturday (5) as managing director of the West Virginia Network. He started on the job Jan. 15.

Kendrick was formerly part owner and manager of WIRE, Indianapolis.

### Geo. Livingston With Ferris

Geo. Livingston with Ferris
Chicago, March 8.
George Livingston, assistant to
Frank Rand, Columbia network
press chief here, designs as of
March 15. Will head new Chicago
office for Earle Ferris, p.a.

Detroit, March 8.
Showmanly, idea whereby Station.
WWJ sought to tieup with the National Used Car Exchange Week was chilled because of involved delicacies between various motor-makers and the Washington-Detroit diplomatic status one.

**WWJ Encounters Political Hesitancy** 

In 'Prosperity Forum' for Used Cars

# z-Carlton Broadcast For Esso Sales Meeting Now They Want to Send Broadcasters To Jail for 'Objectionable Programs'

### Sans Affidavit

Before warbling guests-booked for Lucky Strike 'Hit Parade', programs they must personally attest they smoke the brand. It's a mew policy just put into effect. All guests endorse the eiggie over the if they appear on a program, which accounts for the high payshow gives—around 41,000 per performance.

Last week two singers offered

Last week two singers offered 'Parade' by NBC Artists Service were disqualified before even auditions because the pipers did not smoke the brand.

### LOUIS DEAN CONFERS ON WGY CELEBRATION

Schenectady, March 8. Schenectady, March 8.
Louis Dean, one-time WGV announcer and-now with CampbellEwald in Nuw York, was in town
last week to discus, with Kolin Hager, WGY mgr., the show he proposes to put on when the stationcelebrates the opening of new
studios in May. With Dean was
Cheerio (Charles K. Field), who will
take part in the proposed inning
along with Jimmy Wallington and
Frank Singheiser, current on the
staff of WOR, Newark, and former
WGY announcers. WGY announcers

holic beverage."

Booze ban would be added to the anti-lottery section, and same penalties would apply. Law.now threatens fine of \$1,000 and one-year in jai. for violators of the provisions against using radio to promote gambling with each day, a separate offense. The Johnson-Culkin bill more direct, as far as radio is concerned, that previous suggestions by the New York Representative and Sonator Arthur Capper of Kansas, simed at drink ads. Bill offered a year ago by this pair prohibits interstate dissemination of any liquor propaganda, with separate section singling out radio station licensees.

Enactment of such an amendment, to the Communications Act has been advocated repeatedly by reform groups, while the Federal Alcohol Administration earlier this winter asked Congress to prohibit brewers, distillers, and wineries, as well as distributors and retailers, from tak-WGY announcers.
Field's wish to participate derives
from the circumstance that it was
General Electric's WGY that gave
him his first release in the east outside of WEAF, New York. Back in
the formative days of the NBC Field
was on KGO, Oakland.

### **Amateur Swingers**

Buffalo, March 8.

High school swingsters are being given a Saturday afternoon WKBW spot for 30 minutes of amateur swing. Jack Harmon, Bennett high senior, and Vince Ryan of South Park organized the orchestra which has had the studio staff rolling in the aisles since rehearsals started early in the week.

Clint Buehlman, WGR production man, suggested to one of the kids that he was flat.

Sorry, Mr. Buehlman, said the amateur, but I'm plowing the thing as hard as I can.

### Arlene Jackson at WLW Cincinnati, March 8.

Cincinnati, March 8.
Arlene Jakson, fo,merly with
Judy and the Bunch on NBC,
joined the 'Smoothies' this week,
taking over the role of 'Babs,' which
Lillian Perron quit to join the Morin
Sisters, who are currently in vaude.
Other members of the 'Smoothies'
swing trio are Charlie and Little
Ryan

March 15. Will head new Chicago office for Earle Ferris, p.a.

Epes W. Sargent, Jr., becomes the Rand's assistant, moving over from Radio sales.

Ryan.

Act is now on WLW and the NBC-red (WEAF) link for Tums twice weekly. Miss Jackson makes the radio in 1931 with Fred Waring's orchestra.

E. F. McGRADY HEADS PRO-CHINESE GROUP

## tomers. No move to carry out the ould not jeopardize station owners. DICK FORAN, **COWBOY STAR**,

distillers, and wineries, as well as distributors and retailers, from tak-

ing to the airwayes to drum up cus-

Washington, March 8.

New legislation tightening Federal control over unpalatable broadcasting was offered Congress recently by two members who want a ban on radio advertising by liquor, beer and wine interests.

In the wake of appeal for such action by the radio industry through roduntary cooperation, Senator Edwin C. Johnson, Colorado Democratiand Representative Francis D-Culkin. Republican from New York, introduced identical bills which would impose prison sentences on licensees who permit broadcasting of any advertisement of or information cerning any alcoholic beverage, it such advertisement of information is broadcast with the interest of inducing the purchase or use of any alcoholic beverage.

Booze ban would be added to the

Booze ban would be added to the

Washington, March 8.

**ON RADIO** 

Hollywood, March 8.

Warner Bros, studios is closing with a food account, belleved to be General Mills, for a 30-minute show featuring Dick Foran, cowboy film star, and with a Dudley Chambers group posed as cowboy choristers. Program is aimed at kids and will hit the east around 8 pm., with rebroadcast for the Coast.

It will be a western type of show, with exhibitors tied in on a boxtop premium with payoff at theatres where Foran pictures are showing. Show will originate from Hollywood with the studio in full control of production and sponsor having sayso only as to the commercials.

### Whydia Pop Him Off?

Miami. March & WIOD lugged a milke into the fastnesses of the Everglades to interview Chief John Oscoola of the Seminole Indians. Another redskin, Henry Cypress, acted as interpreter for the 78-year-old chiefain who speaks no English.

Prompting the stunt was the tribal head's execution with his own hands of Indian John Billy. He stepped beyond the law to capital punish the Seminole, and WIOD figured it a good stunt to have the Chief explain why.

### Store Wants Name Acts

Chicago, March 8.
Goldblatt's department store, holding special celebration this Saturday (12), made offers of \$3,000 for a day to walter Winchell and Eddic Cantor for appearances, but both turned it down.

Tom McAvity's Rest-Up
Hollywood, March 8
Tom McAvity's taking three weeks
Tom McAvity is taking three weeks
o calm those Hollywood production
itters.
Resting in a Pasadena sanatorium

# Edward F. McGrady, former U. S. Government labor arbiter now with R. C. A., is radio chairman of the Labor Committee for Chinese Civilian Relief. Matthew Woll of the A. F. of L. is also a titleholder. This marks the beginning of a pro-Chinese effort organized through Carl Byoir, in which some 80 American radio stations are co-operating.

Tom McAvity is taking three weeks to calm those Hollywood production jitters.

between various between various diplomatic status quo.

Bill Scripps of WWJ had tentatively laid all production plans to gather a group of automobile manufacturers for a round-table discussion to originate the WWJ theatre and to be fed for 45 minutes to NBC. Idea was to bring in Lowell Thomas as m.c.

It was decided that perhaps the broadcasts of personal opinions on what would help prosperily—and by inference what was hurting It—might not be so smalt. At least none of the automobile men were willing to join in such an open discussion for broadcast purposes.

### ASKS STATE FOR OKAY

Mountain Top Ultra Shortwave Site Wanted by Yankee

Boston, March 8.

Boston, March 8.

Permission to construct an ultrashort wave radio station on Mount
Wachusett is sought in a bill urgedbefore the Committee on Rules of
the Massachusetts House of Representatives by J. Arnold Farrar,
counsel to the Yankee Network.

Purpose of the station, he said, is
to enable the network to do experimental work in the new ultra short
wave development which is designed
to reduce to a minimum both
natural and man made static and
interference. Committee told-that
F.C. has granted the Yankee Network permission to construct a
59,000 watt station for the experimental work in Massachusetts,

### CAMDEN CITY STATION LEASE GOING THROUGH

Camden, N. J., March 8.
Though no final decision has been reached with respect to the leasting of municipally-owned station WCAM, Mayor George E. Brunner has indicated that the fayored bidder is Cam, Inc. Latter offered a yearly rental of \$3.500, plus the installation of equipment valued at \$15.000. Agreed also to absorb the cost of laid equipment upkeep and renewal during the term of the contract.

renewal during the term of the contract.

It was revealed last week by Sidney Sher, counsel for Cam. Inc., that the corporation is being backed by four men, including his brother. Saul Sher, a lawyer, of Rutherford; Henry Handler, an engineer of Hoboken; and Milton L. Lewis, who conducts the Milton L. Lewis Advertising agency, in Newark, Fourthmember of group, Sher said, is a man presently connected with a radio station, who prefers not to be known until the deal is set. President of the corporation will probably be Saul Sher.

Lawyer representing Cam. Inc.,

auty be Saul Sher.

Lawyer representing Cam, Inc., stated that the group has no connection with any existing radio outlet. Promised that most of the station's present staff would keep their jobs.

### KVOR's Ballyhoo

Oklahoma City, March 8.
Oklahoma Publishing Co., which operates WKY here, KVOR in Colorado Springs, and KLZ in Denver, is planning a \$3,500-promotion campaign for KVOR which will extend over a 10-week period. Included will be an amateur contest, an eight-page tabloid promotion backed up by billboards and newspaper advertising and contests.
John Blatt, promotion director for the Oklahoma Pub. Co, is in Colorado Springs to handle the job. Plans call for follow-up promotion when the 10-week stretch is fin-lshed.

### RADIO COURTROOM BAN

in New Jersey Would Keep Mikes Off Premises

Mikes Off Fremises

A bill which proposer said would safeguard the dignity of New Jersey courts by making it a misdemeanor to broadcast court proceedings or to take a courtroom photograph was passed by the Senate last week over divided Democratic opposition. Majority Leader Hendrickson, who introduced the measure, urged its passage to broad the property of the property of the property of the property of the bill was unnecessary because judges already had authority to regulate courtroom conduct. It's an intringement on the prerogatives of the court, said Stout. Let the courts decide what shall go on in the courtoom.

courtroom.

### Scribner's Personals

Scribner's, Personals

Jimmy Scribner, a sustaining radio
entertainer who does a one-man impersonation of a family, will offer
his gallery of The Johnsons' week
of March 18 at the Capitol theatre,
Washington, Formerly a Baltimore
radio turn, later with WLW, Cincy,
Scribner's last vaude date in the
Washington-Baltimore area was at
\$375. Now after further radio buildup he's getting \$1,750 for the week,
Henry Frankel of WOR Artists Bureau booked turn with Sidney Piermont of Loew's.

## F. C. C.'s WASHINGTON DOCKET

RADIO

### MAJOR DECISIONS

Washington, March & Washington, March & Iownt, (1) Dispussed with pre-induce for the new station gles of W. H. Hariman Co., of Waterloo, when applicant asked without of the grey with 500 watta was dropped by Commish order.

asked withdrawal of the reque. Application for dayting assignment involving 1169 die with 1909 water was dyupped beinging the committed of the without the committed of the committed of the without the committed of the committed

cutian is for the benefit of the community, and not for the business interests of the applicants. Commish suffacilities, and the proposed of t

to equal juice used by KBD, and operation on a \$0.56 time basis.

Operation of both stations on their present assignment would best serve the community, Commish ruled—granting from the property of the prope

WAGA, Atlants, which now receives its predominating interference from KTBS, Shrevport, decision said:
Louis G. Catawel, Donald C. Beelar and Carl George apterior of the Committee of the Committee of the Minestee of the Minestee of Committee of Commit

### MINOR DECISIONS

Californin: KGPJ/Ben S. McGlishan, Los Angeles, application, for 110 kc with 250 wishinshan, Los Angeles, application, for 110 kc with 250 wishinsham, Los Angeles, application, and the second of the

and the winn 10 waits dismissed with prejudice, because appoint of the winning of the winning was seen as a second less than 36 days before scheduled allowed was received less than 36 days before scheduled from the winning was seen as the projection for new station to be appeared days until sunset publication for new station to be appeared days until sunset out, prejudice, and 150 ke with 250 watts, dismissed without prejudice, and 150 ke with 250 watts, dismissed with the projection of the winning with the winning with the waste of the winning with the waste with waste waste with the waste waste with the waste waste waste waste waste with the waste wast

denied, as in case of default application for 1500 ke with 100 witts night, 250 warts days for failure to file a written appearance.

New Jorden Proposition of the control of the control

witts night, 250 wats days for fathure to the written applications.

The state of t

for new station to be operated on 1500. Re with 150 water inghrist, 250 days (pupilent failed to file written appearance).

Fernaylyanis: WFEN, Philadolphia, granted extension of meetin (compose). Subdivint's in histories property to the property of the

### SET FOR HEARING

Alabama: WBRC Birmingham, jump night power from 10.5. kw. (10 be heard) before the Commission).

Artiona: KOY, Phoenix, change frequency from 1330 to 5.

Sometelevit, WMIC, New Jondon, change hours of operation from days to unlimited, using 196 wetts.

Mianesofta: W9XAT, Dr. George W. Young, Minespoils, Minespoils, Chienes, with temporary Hennes granted pending hearing.

Mississippi: WHEF, E. Wharton, Kosciusko, application for transfer of control to Roy I., Heidelberg: WHEF, with temporary license granted pending hearing.

### **EXAMINERS' REPORTS**

Louislauit: Okay for s change in frequency for KMLB, Mouroe, from 1460 to 520 kg, and a power dump from 106 cutto flights, 520 work sold, and a power dump from 106 cutto flights, 520 work sold, and a power dump from 106 cutto flights, 520 work sold, and the flight sold cutto flights, 520 work sold, and the flight sold cutto flight sol

New York-Massachusettis: Temporary unscrambling of the complicated Schenettady, Endiciot and Holyoke supplications was effected by Examiner Bramhall. (See News story—the complicated Schenettady, Endiciot and Holyoke supplications was effected by Examiner Bramhall. (See News atory—the complex of the Comple

### WJR KEEPS 'EM HAPPY

Toledo Feed of Symph Followed By Deal With WJBK

Detroit, March 8.

Detroit, March 8.

After appeasing Toledo symph hounds, through piping of N. V. Philharmonic symph to Toledo's new station, WTOL, WJR here has now arranged to feed last hour of CBS program to WJBK here to mollify Detroit symph fans,
Setup is necessitated by Father Coughlin talks on WJR during last half of symph program. WJR will continue to sir first hour of symph, then feed last 60 minutes to indie WJBK, while at same time piping full program to WTOL.

### Tommy Dorsey's Visual 'Casts from Theatres

Tommy Dorsey orchestra will broadcast its Raleigh-Kool cigaret program before paid admiss audi-ences from the stages of theatres in several cities. First at the Earle, Philly, March 18. Thereafter at the Earle, Washington, March 23. Tentative additions are the Stanley, Pittsburgh, March 30, and the Palace, Cleveland, April 6. In each case an amateur swing contest will reach its climax in the theatre the same night.

### F.C.C. Assignments

Washington, March 8.

Cast changes at the Federal Communications Commission bring broadcasters most often in contact during March with Commissioners Paul A. Walker and Eugene O. Sykes.

Monthly rotation of administrative chores puts Walker in charge of applications for licenses following completion of construction, time extensions, modifications of CPs, tests, and minor modifications of CPs, tests, and tests, and

### SYLVIA SIDNEY SUBS

Kate Smith Wouldn't Talk for Chesterfield Program

Sylvia Sidney's guester for Chesterfield, with Paul Whiteman, this Friday (11) is sub for Kate Smith. Latter was all set, but only wanted to do two songs; no talk, That's unlike the rest of the show, so Miss Sidney, who only got in Monday of this week, was set by telephone via Mark Hanna.

### Mutual's 26 WHK-WCLE

WHK-WCLE, Cleveland, now feeding Mutual network a weekly total of 26 programs. All are sustaining.

### Harry Harvey with CBS

Harry Harvey with CBS
Lincoin, March 8.
Harry Harvey, former technical supervisor of KRAB-KFOR-KOIL, Lincoln and Omaha, who resigned when management changed shortly after the first of the year, joined CBS engineering department, Chicago (7). Harvey's first labors will be to work on synchronization between KFAB and WBBM, Chi.
Harvey was 14 years with KFAB and the engineer who built the original station.

### Helen Schreiber's Show

Helen Schreiber's Show

Des Moines, March 8.

Helen Watts Schreiber, former
Prudence Penny for New York
American, will do full hour show
each Saturday morning on WHO for
Grocers Wholesale, Briardale Grocers and Hoxie Fruit Co, here.
Program will be called 'May I
Suggest' and will include economics
hints, culinary suggestions and
recipes together with musical numbers by Harold Morgan's orchestra,
the Songiellows and Georgia Lee,
songstress.

# Dick Garner Joins McGillvra

iai blek Garner Joins meculivrs

Bichard W. Garner has joined the
R's
asles staff of Joseph McGillvra's
acChicago office.

Garner was formerly in the radio
research department of the H. W.
Kastor & Sons agency, and before
that he was with Procter & Gamble.

### GEO. JESSEL SHOW SPONSORED ON WBAL

Baltimore, March 8.
George Jessel show, fed into
WBAL by Mutual has been sold
locally to Wonder Clothes, via Jolocally to Wonder Clothes, via Joseph Katz agency. Station has also succeeded in switching Treasure Hunt, recently cancelled by Cremo-Cigars, to Dr. Pepper, soft drink handled locally by Frank Corner. Treasure Hunt, originated at WBAL, has strong local audience.

Cooper with Ruthrauff & Ryan
/ Chicago, March 8.
Due to increased radio activity the

Ruthrauff & Ryan agency here has brought in Harry Cooper to handle general publicity Cooper was formerly with Bauer & Black firm here.

Meredith Mason, commentator of KWK, St. Louis, convalescing from pictunonia.

## Northwest Radio Huddle | ASCAP 'PROPAGANDA'

Seattle, March 8.

Northwest division of the salesmanagers group in the National Association of Broadcasters met lastweek for a seasonal airing of problems and viewpoints. One session
was devoted to an exchange with
agency men. Dick Milne, of the Milne
& Co. agency, was chairman of the
latter inning, while Warren Kraft.
Erwin-Wasey v.p., did much of the
talking for his faction. Meet had
about 50-broadcasters and their wivesfrom Washington, Oregon and Montana.

Carey Jennings, gen. mgf. of KGW.
Portland, and Hugh Feltis: commercial mgr. of KOMO, KJR. Seattle,
piloted the various sessions. Seattle, March 8

# **IGNORED BY PAPER**

Harrisburg, Pa., March 8.

Geoffrey O'Hara, charter member of ASCAP, and composer of K.-K.
Katy, spoke 'A New Day Dawn, and the American Composer, at regular meeting of Rotary Club here. Telegraph, local evening paper which owns Station WHP, ignored the propaganda angle of his speech.

### John Shafer to WKY Lincoln, March 8

tana.

Carey Jennings, gen. mgr. of KGW.
Portland, and Hugh Feltis commercial mgr. of KGMO. KJR. Seattle.

piloted the various sessions.

WOR. N. K., press department sends Tommy. Kearns to Washington. D.C. later in the week as advance p.a. for the vaude appearance of Jimmy Scribner.

Shafer was at WJAG-before jointing KFAB-KFOR here.

# Announcement

Volume II of the VARIETY RADIO DIRECTORY—now in preparation—will appear in May.

It will again embrace that scope which caused the Association of National Advertisers' News Bulletin to say of Volume I: "The Publishers of Variety have done a much needed job in their excellent compilation of radio facts and figures as presented in the recently issued VARIETY RADIO DIRECTORY, 1937-38."

The RADIO DIRECTORY will again direct its usefulness to all those who responsibly share in the conduct of the broadcasting industry. (Last year advertising agencies purchasing 96% of all network and national spot time each bought from one to 15 copies).

The book will again sell at \$5 the copy, in conformity with the standard that to a responsible person an article of usefulness is worth its fair price, or not worth anything at all.

It will again contain new departments, new ideas, and new approaches to valuable—but to date untouched—information.

It will again provide space for the sales messages of advertisers who want to reach alert executives—those men curious for important information who, by their curiosity, mark themselves as the financial pilots of the industry.

Further details and information are available from your nearest VARIETY office.

### VARIETY RADIO DIRECTORY

NEW YORK 154 W. 46th St. CHICAGO 54 W. Randolph St. HOLLYWOOD 1708 No. Vine St. VARIETY

# RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

### **Outstanding Stunts**

Controversy Cash-In For Charity CHAB, Moose Jaw, Sask.

### Exploits Pro and Anti Reaction

Regina, Sask

Regina, Sask.

Played first on the Musical Mailbag program over CHAB, Moose Jaw, two months ago, The Old, Sow Song, a recording from England, has created such a furore station has received 320 protests and 4,420 requests it be played, since.

it be played, since.

Syd Boyling and Bill Beamish got bright idea early in fuss to put record up for bidding with votes for or against, each costing a cent. Already. \$50 collected to give Children's Shelter kids a party. The person guessing the nearest correct weight of the 5,000 pennies gets the recording.

How to Get Mail
Fort Worth,
Believing that the Black Night
series of horror dramas might be
treading on the toes of some listeners, WBAP made a special announcement inviting criticism. More than
500 letters and cards resulted. Only,
10% adverse.
Show is a sustainer authored by
Virginia Wiltten, with direction by
Ken Douglass, both of the WBAP
production staff.

Another 'Lone Banger' Philadelphia.
Tying in with present lavey State campaign to cut highway accidents, WFLL has organized 'Lone Banger Safety Club' for kids, with half-hour show every Sunday morning. Directed and produced by Dave Tyson, who does other moppet shows under tag 'Daddy Dave'.

"Lone Ranger' troops being formed in each section of the city, with stat-

tion awarding charter to each group and badge to each 'trooper.' Troop leaders assemble at station during broadcasts for weekly pow-wows. Bronze plaque will be given each Sunday to troop which did most towards highway safety during past seven days. seven days.
(WXYZ, Detroit, originated "The Lone Ranger' series.)

Howie Wing Tie-Us
Albuquerque, N. M.
KGGM, as part of a merchandising campaign to help Kellogg, which has spotted its waxed five-a-weeker.
Howie Wing' on station, is running a contest for kids with prizes for those who can collect the most box-tops from parents, friends and neighbors.
One of the prizes is a Charlie McCarthy, dummy.

Educational Tie-In
Buffalo
Sected tie-in with WBEN has effected tie-in with the Buffalo Public Library on 'The World Is Yours' programs, aired over NBC including the local station on Sunday afternoons. Charles J. Planigan, library assistant, has arranged special reading courses for persons who would delve deeper into

# Patt, WGAR, Picks Unbiased Panel

### Gets 'Em Out of Phone Book—A Free Meal Is Only Cost to Station-Reactions Valuable

the subjects touched in the broadcasts.
For instance, topic scheduled Sunday (6) is 'Man Against Insects' and has brought a lot of bug books to the shelves.

Voices of the Past'
New York City.
Program of now dead voices, either
posthumous or of inactive musical.
people, will be inaugurated by station WQXR, N. Y., March 12. Regular half-hour will be broadcast
Wednesdays from 3:30 to 4 p. m.
Station plans using vocal records
of Caruso. Schumann-Heink, et al.
exclusively. Works of contemporary
artists will be excluded entirely on
the 'Voices of the Past' show. Stephen Fassett and Gordon Townley
arrange and conduct, respectively.

Cleveland, March 8.

Cleveland, March 8.
Getting proper type of unprejudiced audience reaction is becoming such a problem that John Patt of WGAR turns to telephone directory eyery week for a solution.

Manager picks names of five people listed out at random. Then he calls them up and invites em down to station to act as fan-critics of planed programs. Reward is a hotel dinner and trip through studio, two inducements which haven! yet got a turn-down.

Panel in first impromptu jury in-

down.

Panel in first impromptu jury included a school teacher, college boy, one housewife and an office clerk, who wrote down their opinions of a rehearsed air show. Reactions conned from their answers to a prepared, printed questionnaire proved to be especially enlightening. Views of two juries regarding a program nearly reside for debut were so adverse yet logical in criticisms that Patt shelved it. Suggestions offered in another case were so good fered in another case were so good that he revamped show to include their points.

### EASTERN LEAGUE SETS BASEBALL POLICY

Hartford, March 8,
Radio broadcasting rights for the
Eastern League will be sold as a unit
for the circuit and play-by-play descriptions of every game will be scriptions of every game will be broadcast it was decided at a meeting

broadcast it was decided at a meeting of club owners, managers and other club executives at a meeting at the Hotel Bond Sunday (6).

Prior to the meeting both the Trenton and Binghamton clubs were listed as objectors to the plan. Both withdrew objections to the sale of the rights as a league proposition. N. W. Ayer of Philadelphia will handle contracts.

Format sanction of the transfer of the Scranton franchise to Hartford by the Boston Bees was unanimously voted.

voted.

### Barney Suit Vs. WNEW **Snags Technicalities**

Snags Technicalities.

Two victories were registered in additional prelim skirmishes by WNEW, N. Y., in damage suit in which it has been named defendant by Barney's Clothes. Seventh Avenue clothing merchant's attorney asked for examination before trial of contracts, terms of them and payments under the contracts, Judge Lydon denied discovery and inspection in N. Y. Supreme Court, denying all items to Barney excepting the matter of contract and alleged breach. Barney rep moved for argument, and this also was denied. Emil K. Ellis, appearing for WNEW, charged that the legal representative for Barney's was out on a fishing expedition, seeking to find evidence via obtaining possession of the radio station's books before actual trial.

When unsuccessful in efforts before Judge Lydon, Barney's appealed to the appelate division affirmed the decision of other court without opinion.

WCSC Bars Phonograph Discs
Charleston, S. C., March 8.
WCSC has joined the thin ranks
of Southern stations which have set
up rules against the broadcasting of phonograph platters.

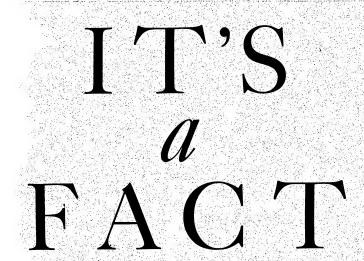
Such deviators from standard policy in Dixie are rare as blizzards here abouts.

### MONTREAL BI-LINGUAL BROADCASTS?

ould the programme be Eog-h or French . . . or hoth? It u would like to have the pro-amme situation in Montreil plained . . . write us.

N. B. C. Affiliate

WEED & COMPANY, CFCF UNITE STATES REPRESENTATIVES



1 Seven announcements pull 142,271 requests from listeners for WOR sponsor bucking heaviest competition on the air.

- First announcement made on the first day of sponsorship ushers in 3,711 requests from listeners for another WOR sponsor.
- 3 WOR installs ultra-high-frequency transmitter W2XJI as another step in its technical advancement.
- 4 "Hobby Lobby," a show originated by WOR, is picked by Hearst radio editors as outstanding program idea of 1937.
- 5 Using no promotion other than WOR, the sales of one product during the first 6 weeks on this station topped sales for the entire pre-

- vious year. It was the greatest and most rapid sales increase attained by any one of the company's many products.
- 6 WOR supplemental sponsor receives 10,000 requests from listeners, each accompanied by proof of purchase and 25¢. More than 60% of letters contained above minimum require-
- / WOR-Mutual Playhouse hits record attendance as it opens doors to 5,234 patrons in one week.
- $m{8}$  Three Transradio News announcements pull 30,267 requests from WOR listeners.
- 9 Four WOR Sunday announcements at 7:45 p.m. pull 6,273 requests from listeners for booklet on very dry subject.

As you read this ad, WOR is clocking up new sales for the majority of America's national advertisers. Write or call now for time open. Sales Dept., WOR, 1440 Broadway, N. Y.

# ENGLISH SHOWS' \$8,500,000

# 'Farm Area Should Have Farm Shows'; BBC SPENT THAT KFAB Steered That Way by Searle FOR ITS '37 SHOWS

Lincoln, March 8.

KFAB, Nebraska's most powerful broadcaster (10,000 watts), is skeded to become a shirtsleeve station and go after the entertainment of pitchfork and cow-milking trade in its strong ag territory. Decision was made by General Manager Don Searle, who has appointed Jiggs Miller, recently of KFAB's Omaha studios, to be the program director. He goes to the post formerly held by Lyle DeMoss, who left (1) to join WOW, Omaha, as production manager.

ager. Searle's contention is that there Searle's contention is that there really is no metropolitan area; in a section such as this, but has determined KOIL, Omnha, and KFOR, Lincoln, both less powerful and more confined in listener area, shall take care of the plucked eyebrow husers it.

ad rates on all three stations All ad rates on all three stations are being readjusted. line with recent agreements binding the stations to higher engineer and talent wages. Some brackets are being cut, while others are increased—a total move to average rates about 5% higher, according to Searle.

### Quaker Web Still Alive

Philadelphia, March 8.

Quaker State web will be given its first workout since political campaign of last year when variety program commemorating 19th anni of founding of American Legion in Pennsy is piped over it March 18.

Show will beginned from HWSU. Show will originate from WWSW,

Pittsburgh.

### Showmanship Hazard

Des Moines, March 8.
When Schulze Baking Cohere bought the Lone Rangerprogram on KRNT they thought
to do a little showmanship of
their own by asking their
truck drivers to adopt the
wide-brimmed sombereo, red'
kerchief and other ranger
frills on their routes.
In reporting in for work
(about 4:30 a m.) the first
morning, one of the men was
picked up by a squad car and
wasn't released until the baking company identified him and

ing company identified him and explained the 'get up.'

### CANADIAN IN U. S. A. FOR FARR FEED TO B.B.C

British Broadcasting Corp. will pick up its own give-and-take description of the Tommy Farr-Max scription of the Tommy Farr-Max Bacr bout from New York Friday (11). Bob Bowman, assistant pro-gram director for Canadian Broad-casting Corp, statione. in Ottawa, is coming on to do the mik- job.

In the U. S., NBC-blue is carrying the fight commercially, under spon-sorship of Adam Hats:

BBC is giving the description to English listeners because of Farr's London popularity and Welsh back-ground.

Cost Is 51.54% of Operating Cost for Year-Payroll Itself \$4,385,000-Large Musical Units on Regular Hire

### OTHER ITEMS

London, March 1.

London, March 1.

British Broadcasting Corp. spent \$8,500,000 representing 51,54% of its total expenditure, on programs in 1937, its annual report reveals. Engineering (including plant maintenance, costs, patents, etc.) absorbed \$3,000,000 (17.44%); premises maintenance, etc., took 5,30%; administration 4,35%; depreciation and renewals represented 9,06%; income tax 5,16%. Total expenditure was \$10,000,000 (roughly) against total come of \$16,750,000 comprising license revenue and income from publications.

Corporation had a staff payroll for 1937: totalling \$4,385,000 distributed among established staff numbering 3,673 persons. Number of licenses in operation at Dec. 31 was \$478,500, an accurate indication, saide from small percentage of bootleg sets, of total listening equipments in the United Kingdom, Figure is 519,027 up on Dec. 31, 1936.

# Libel Charged by Gag Writer In \$950,000 Suit Vs. Cantor, Columnist

### Columnar Due Bill

Radio press agents around Y, are gagging among one other:

another:
"What'll you give me for
\$5 due-bill on -and-s
column?"

### 'Ave Maria' Holiday Spread

'Ave Maria Hour,' religioso which rides the regional Inter-City web Sunday afternoons, 6:30-7 p.m., spreads during Holy Week for eight days during which early morning, half-hours will be aired starting Palm Sunday and winding up Easter. Passion Play will be given in episodic form.

Program is a commercial, spon-sored by the Franciscan Friers of Graymoor Monastery, Garrison, N.Y. Professional cast and music used, with Donald Peterson producing the dramatizations. Contributions are solicited.

atre Orchestra (30 players); Variety Orchestra (16 players); Empire Orchestra (22 players); Television Orchestra (20 players); Military Band (37 players); B. B. C. Choral Society (250 amateur voices); B. B. C. Chorus (42 voices); B. B. C. Singers, A and B (8 voices each). Orchestras (35 players) are maintained at Belfast, Birmingham, Manchester, Edinburgh, and in Wales on Dec. 31, 1936.

Permanent musical resources on tained at Belfast, Birmingham, Manther roster consist of: B. B. C. Symphony Orchestra (119 players); The-

Hollywood, March 8.

Eddie Cantor, Hollywood CitizenNews, Harlan Palmer, its publisher, and Ed Sullivan, columnist, have been named as defendants in libet suits in which Matt Brooks, radio writer, demands a total of \$350.750. Actions, based on a paragraph in Sullivan's column in the newspaper of Dec. 20, 1937, were filed in L. A. Superior court.

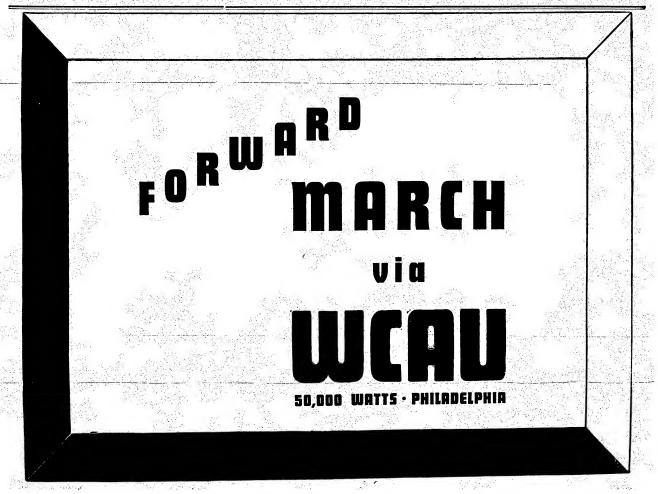
To support his contention of monetary loss in connection with the serted statements, Brooks recites in his complaint that RKO failed to exercise an option which would have brought him \$150,000. He assert that the studio's unfavorable attitude toward him was traceable to the let-

toward him was traceable to the letter written by Cantor's attorney

### LINDSEY WELLINGTON. B.B.C., LOOKS OVER U.S.

Lindsey Wellington, assistant comptroller of program for the British Broadcasting Corp, arrived in the U. S. 'esterday (Tuesday) for a three-month stay Will oo, radi the U. S. yesterday (Tuesday) for a three-month stay. Will no. radi methods in New York, then drift to the Coast for further exploration of Yankee tactics in producing and air-ing programs. Felix Greene, BBC's rep in N. Y., landed in Southampton, England, on Monday (7). Will be abroad a month,

William H. Green, new assistant to merson Markham on General Emerson Markham on General Electric's farm programs over WGY.



# Not Too Clear Yet but Looks Like Sponsor's Responsible for Security Tax

Radio performers and script writ-generally are 'employees' of

program sponsors and the adver-tiser is liable for collection and payment of unemployment and oldage-pension taxes under the Social Security Act.

This point-long argued by attorthe broadcasting industrywas partly clarified by a recent In-Tre ternal Revenue Bureau ruling supplementing prior interpretations about the legal status of musicians. Opinion is not blanket proposition

Opinion is not blanket proposition, however, since facts particular cases will determine who must fork over to the Federal Government.

Networks and individual stations are more or less relieved of sponsibility for taxes regarding all production people on sponsored programs, but, must handle the problem in connection with sustaining artists.

lem in connection with sustaining artists.
Ruling followed examination of certain CBS contracts and study of the circumstances surrounding the engagement of particular artists and writers. After considering the industry's arguments, the Internal Revenue Bureau rejected the contention that such persons are independent contractors' and thus beyond the scope of the Social Security program.

yond the scope of the Social Security program.

Instead, the government lawyers declared it is held with respect to the services in question that he is an employee of the sponsor. He is required to perform exclusive personal services behalf of that company. His services on radio programs are to be performed on the days and at the time fixed by the agency, acting on behalf of the sponsor. He is required to attend systems are to be performed on the days and at the time fixed by the sponsor. Artists do not agency, acting on behalf of the sponsor. Artists do not agency acting the sponsor is required to attend systems are to be performed and the sponsor. Artists do not agency acting the sponsor is sponsor. He is required to attend systems are to be performed to the sponsor. Artists do not agency acting the sponsor is the sponsor is the sponsor in the intervence as the sponsor is the sponsor in the

furnished the place for the performance of his services and he is paid regular weekly compensation even though for certain reasons he does not go on the air. It is also held that Blank, script writer, and the members of Blank's supporting cast, exclusive of the orchestras and leaders mentioned (covered by the September, 1937, rulling) are employees of the sponsor since such accordance with the express provisions of his employment contract to perform services in connection with his employment by that comto perform services in contract with his employment by that com-

### Free Lancers

In discussing the status of writers, the Revenue Bureau distinguished between free-lancers, who try to peddle their brain product, and scribblers retained particulary to do certain jobs. The latter cannot be treated as an 'independent contractor' since 'he is not engaged in the composition and sale of original works, as such.' Interpretation remarked that such individuals are hired to render personal services as a writer in preparing script for radio programs in accordance with predetermined general plans which have been submitted to and approved by the sponsor. The fact that under the circumstances of the employment it is not necessary or would be impracticable for the employer to exercise control to the fullest extent is immaterial.' In discussing the status of writers, the Revenue Bureau distin-

### **Building Himself Up**

High in reasons offered for Arturo Toscanini radio broadcast tickets was applicant who wrote in to NBC and said that he held an option as buy \$6.00,000 worth of RKO (NBC)s cousin) stock and that this entitled him to free him to

ducats.

Application was turned over to RCA for check as to authenticity, as were all demands of stockholders in company, just so accredited shareholders were not overlooked. Understood that this particular ticket seeken concorted idea from reading newspaper headlines

# N. A. B. - F. C. C CONFER ON **AUDITING**

Washington, March 8.

Bargaining committee of station executives will be named by the National Association of Broadcasters to exchange ideas with the Federal Communications Committee regarding formula for standard accounting. Picking of the industry traders was delegated by the executive committee last week to Mark Ethridge, interim chairman of the directorate, and Phil Loucks, general counsel. They will designate a group to confer with the FCC about procedure, transmit the business slant on the problem, and canvass the trade to get ideas.

Jack Lights Try Again
Norfolk, March 8.
Jack Light, assistant manager of
Radio Station WTAR, was married to his first wife; Mrs. AdaFrances Biggs Light, March (1).
Couple was divorced in 1934.

# **Boston Ca-razy Over Vox Poppers**; **Town Crawling with Microphones**

Boston, March 8.

Multiple number of vox pop indoor and al fresco shows over-running the town from dead-end streets. Most amusing is WEET's 'Street Scene,' with Jay Wesley and Jack Knell. Since it's against the law-to obstruct sidewalk traffic, show originates up a dead-end alley; whenever a truck backs in, lines must be pulled aside-\$7.50 per program given away if all questions are answered correctly. Moncy is broken into seven pieces; money saved from mufis does not go into a kitty a la bank night. Station just pops it back into its purse. Indie WORL has inaugurated in co-op with the cops 'The M-I Reporter,' designed to promote safe driving. Police cruising car, equipped with loud speakers conneced to the mike, is used. Broadcasts are held big Kemmore Square. Motorists waylald and interviewed on their personal aspects of cautious chug-chugging. Amplification of what is spouted into the mike swells all over the Square. Program has 'hohor roll,' wherein license-plate numerats sent by an observer get the 'safe-driving motorls' free film ducats.

swells all over the Square. Frogram has: 'honor roll,' wherein licenseplate numerals sent by an observer get the 'safe-driving motorls free film ducats.

Tishing Time With the Metropolitan Angler,' on WORL originates in lobby of Metropolitan theatre. Sam Henderson, cloaked in a sot/wester, hat and creel handles, the mike, Gives amount of cash for all sorts of giveaways, chiefly turtles, which station buys. Metropolitan gives tree tix for each appearance on air. Breaking tradition against free mention of commercial products on the ozone, WORL has a vox popper of such sort conducted as a research on consumer preferences: Announcer on this "Why and What?" asks people what they like to buy, where and why. Questions, submitted by the listening audience, cover everything from cereals to corsets. During broadcasts a studio statistician tabulates results, and these are sent to businesses mentioned. Station deems the show a goodwill-builder.

Another WORL vox popper Is the Victor Coffee quiz. If person interviewed answers wrongly, announcer crops a nickel (his own) into glass jar. Person coming up with correct reply gets the kitty, which never amounts to much. But a right answer also gets a person a pound of the sponsor's mocha. A buzzer is rung during each program, and person before the mike gets the \$1

rung during each program, and person before the mike gets the \$1 which is looped around the mike. Latter touch smacks of old tactics of pavement pitchmen.

### Depot Dialogues

Depot Dialogues.

WHDH conducts 'Depot Dialogues' rom the North Station. \$5 for best query and answer for the week given any listener. Next best five q's and a's get big tubes of the sponsor's Vitamin F' Scalp Cream. Each person submitting gets a trial tube. \$2 goes to interviewee at the mike when the alarm clock rings.

Another WHDH show is 'Night School.' sponsored by the Messrs. Shubert. Fired Garrigus is prof and the onlookers the students. Two winners get passes to whatever show the Shuberts happen to have in town. Whenever members of the casts can be promoted to appear on the programs, such is done.

WCOP has 'Voice of the Community'. Pair of picture house tickets given person answering one question rightly, and one consolation stub to each failing. Pair of ducats for questions accepted for use on programs.

questions accepted for use on pro-

WEEI has Benson & Hedges cignas Benson & Hedges cig-gles sponsoring Elizabeth Hart from hotel lobbies and niteries. Each in-terviewed gets a carton of smokes. Questions submitted and accepted get walnut humidor filled with ciggies.

ciggies.
Also on WEEI 'The Woman Speaks,' spieled by Eddie Kaspar,

Indoor show is round table in effect, with six femmes giving their opinions on questions. Persons sending in questions receive \$10 Scott Furriers' certificates; those at the airing weekly get \$15 certifs, good for change for merchandise at the

### Junior League on WMCA

New York Junior League lassicate going to cuff on WMCA whatever histrionic talents they possess on what they consider the ideal program for juve appeal. Series of 13 weekly Saturday a.m. programs starts (12), radio-dramatizing Lewis Carrolls 'Alice in Wonderland' and Through the Looking Glass.' Azurevined Mrs. Frances Fullerton Neilson has scripted the shows. Junior League has broadcast Manhattan before.

### KTOK's Gen. Mills Deal

Oklahoma City, March 8, KTOK will air both home and road games of the Oklahoma City Indians Texas League team. Contract is with General Mills. Home games will originate from ball park, road games off Western Union tick-

er with sports-caster union technical er with sports-caster airing details from the KTOK studios.

Present arrangement will shift the broadcasts from KFXR, which has been airing road games of the Indians for several years.

# **NEWS-HUNGRY NEBRIOWANS**

seldom miss a WOW news broad-cast. They take their news seriously-men and women alike. They want it quickly, but above all, they want it accurate.
They get it first
—and right—on WOW's six daily newscasts. A re-cent WOW news contest drew a record number of entries—a record that advertisers should know. Ask us about

OMAHA. NEBRASKA 590 KILOCYCLES 5,000 WATTS \*

Owned and Operated by the Woodmen of the World Life Insurance Society

Held Over BY POPULAR DEMAND ... CHIICK WEBB AMERICAS GREATEST SWING BAND Ella Fitzgerala LEVAGGIS Broadcasting via NBC Monday . . . W JZ - - 12:00 12:30 EST Saturday . . WJZ-- 6:35- 7:00 ES1 "Chick Webb will be held over here for at least G A L E , I n c . 48 West 48th Strant New York City Ensuring Dance Direction Consolidated Radio Action

> NEW YORK'S No.1 SHOWMANSHIP STATION Thousands of additional potential Thousands of additional potential customers are dialing 1010 each day for the extra big programs off-dered 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

# It took 864,000 nickels to prove what everyone

already knew...

KNX is more popular in Los Angeles than all other stations combined!

DURING 1937, an impartial research organization made 864,000 coincidental telephone calls to Los Angeles radio homes, asking this one question: "To what program or station are you now listening?" They called 14 hours a day, every day of the week, one week each month—and they kept it up for all 12 months of 1937. In no other city in the world has so extensive and irrefutable a check on listener preference been established.

The result? The replies, computed in quarterhour periods for the entire year, gave KNX more first place mentions than all other Los Angeles stations!

The tremendous listener preference for KNX is no surprise to advertisers. They too have long

preferred KNX. They have placed more sponsored quarter-hours with KNX than with all other Los Angeles stations combined. They have established KNX in first place in automotive and lubricant advertising — first in foods and beverages—first in cigarettes and tobacco—first in radio and refrigeration—first in total volume of ALL sponsored quarter-hours.

KNX offers advertisers a remarkable opportunity to advertise profitably twelve months of the year... to sell a 7,000,000 population market —with a million tourists as a "plus" each summer!

All Southern California hears your story when told over KNX in the daytime. And nine Western States hear it when you tell it in the evening. Hear and buy.

KNX

50,000 WATTS LOS ANGELES

Represented by

RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Françisco.

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

# **McNinch Calls Wattage Tax Wrong But Favors Broadcast Levy of Some Kind**

Washington, March 8. Complete opposition to any form of levy was voted overwhelmingly last week by the National Association of Broadcasters executive committee.

mittee.

Board of directors will be urged March 21 to take solid stand against a wattage tax, a pross income spy, or even a nominal license fee. Broadcasters feel they should battle. And as newspapers have against anything resembling discriminatory charge. Can't see any reason why, in addition to the present load of Federal taxes, radio ought to be saddled with cost of government regulation.

Cautious investigation to determine a fair taxation principle was urged last week by Federal Communications Commission chairman in opposing the Payne-Boylan bill to impose a costly wattage levy impose a costly wattage levy in the Commish approval of th idea that broadcasters should pay toward the broadcasters should pay toward the 'Show Shopper' program on WWSW, government's regulatory expenses.

was voiced in a letter to Chairman Robert Doughton of the House Ways and Means Committee, which starts hearings two proposed measures in the near future. No date fixed yet by Rep. Chester Thompson, subcommittee boss. ing to learn.

Offering to make a sclentific study for the guidance of Congress, Mc-Ninch damned the Payne-Boylan bill by saying there is no-consistent or logical justification for basing a tax. solely on wattage!

Added, however, that Commish is not opposed to the principle of levying a tax upon or charging a fee for the exercise of the privilege of broadcasting, ither for the purpose of reimbursing the government for the expense incident to the regulation or licensing of broadcast stations or for general revenue purposes.

### MCA Adds to Radio Staff

H. Bart McHugh has joined the New York office of Music Corp. of America as booker in the radio department, He'll be under Howard Hackett, department head. William Vonzehle also enters the radio staff of the agency. Irving Lazar likewise joined the MCA office in New York this week. He'll be in the act department, with Manie Sacks. Lazar has been reported going with the Landau agency in Hollywood, but that deal fell through at the last moment. McHugh transfers from the sales staff of WCUA, Philly.

# RAY LINTON **NOT WITH WMCA**

Ray Linton yesterday (Tuesday) resigned as the Chicago sales rep of WMCA, N. Y., and its affiliated Inter-City regional web.
Present plans of Linton are to open New York offices and broaden into the rep field with an intention of lining up stations in the regular rep manner. In Chicago, Linton handled the area for the single outfit.

### WTHT's Scavenger Hunt

Hartford, March 8.

Hartford, March 8.

WTHT has signed a si weeks contract with Sage Allen department store for a 45-minute Saturday night broadcast of a scavenger hunt.

Program is broken up into two sections with the first a 15-minute period telling listeners what to hunt for. First person who brings to the station a complete list of articles asked for receives as first prize a merchandise coupon worth \$15 at the store. Second and third prizes are \$10 and \$5 in merchandise.

Only those who receive cards from the store, thus necessitating a trip to sponsor's place of business, are eligible to compete. Participants must bring all items dug up in hunt to station at least 15 minues before second section of program goes on the air. In this section, the winners are announced and interviewed and the sound from unusual instruments as music boxes, spinning tops or trains are broadcast well as excerpts read from old editions of papers and periodicals that are brought in. Announcer Bob Martineau handles the great bulk of the program assisted by Cedric Foster, station manager.

### Idaho Pair Join NBC

KSEI, Pocatelli, and KTFI, Twin Falls, Idaho, have been added by NBC to its mountain group for use on either the red (WEAF) or blue (WZ) links, giving the network a total of 146 stations.

Alliance becomes effective next Tuesday (15).

### WNEW's Florida Games

Station WNEW, N.Y.C., will send Earl Harper to Florida for a series of baseball games beginning March 23 from the training camps. Good old General Mills.

Ardmore's 2 Hr. Show
Ardmore, Okia, March 8.
A hillbilly band, quartet, jug
band, girl's trio, hillbilly duet and
three comedy characters make up
the cast of 25 persons which stages
a full two hours of cowboy and hillbilly music and repertoire
station KVSO each Friday night at
7.30.

Time is sold in spots to adver-sers. James Griffith KVSO manager.

Karl O. Wyler, manager KTSM, El Paso, discussed the subject: Should We Have Advertising in Radio, at a meeting of the El Paso Open Forum. Wyler, who recently returned from a trip to Canada, and American radio systems.

# Echoes of 'Schenectady Case'

### Favorable Action Now Urged Upon F.C.C.-Long History and Very Complicated

Washington, March 8, Favorable action on the request of

persons affiliated with WNFB, Binghamton, N. Y .- central figure in the sensational 'Schenectady

two years back-was urged on the FCC last week without reference to the mud-slinging which resulted in prior denial of hotly-contested ap-

prior denial of hotly-contested applications for right to use the 1240 kc channel in the mill city region. Incidentally approving the application of proprietors of the Holyoke (Mass.) Transcript Telegram for a station on the same frequency. Examiner John P. Bramhell partially reversed himself and told the commish the public would benefit most from allowing Thomas J. Watson, president of International Business Machines Corp. and a nationally-known capitalist, to erect a 1 kilowatter at Endicott, N. Y., and from turning down similar plea of Citizens Broadcasting Corp., Schenectady, which is angeled by Warner

zens Broadcasting Corp., Schenectady, which is angeled by Warner Bros. through Transamerican Broadcasting and Television Co.

Report attracted attention because Bramhall in the fall of 1935 was against application of WNBF people for a shift to this assignment, while Examiner P. W. Seward favored use of the identical frequency by Knox Broadcasting Co. John C. Clark, president of Howitt-Wood Co., which owns WNBF, to be the general manager of the proposed Watson staowns WNBF, to be the general manager of the proposed Watson sta-

tion, and the two transmitters will be operated along common policies. Principal reason for throwing down Citizens Broadcasting plea for a Schenectady transmitter was the a Schenectady transmitter was the failure to make a strong showing that another outlet is needed in the city. There no connection between this group and the Knox company, which was involved in the 1935-30 scandal and apparently had the inside track at the commish because of Democratic Icanings of the principals.

principals.

In discussing the Citizens' set-up, Examiner Bramhall commented that eventual control would rest in Hollywood. Three-quarters of the common stock belongs to Transamerican, of which Varner Bros. own all of the preferred and 65% of the common. Others interested in Transamerican are John L. Clark, formerly with WLW, and Emanuel Rosenberg.

berg.
Only assets shown by the Schenectady group—despite the impressive sponsorship—comprise \$2,934 in cash plus \$600 advanced to pay costs of the hearing. Bramhall remarked the company did not have on hand the money to build or operate the station, although Transamerican had promised to supply \$95,000 in return for preferred stock. But Transamerican and coes not have either \$95,000 any other dough of its own, the report noted, and will have to get it from the film producers, who are pledged to loan \$100,000.

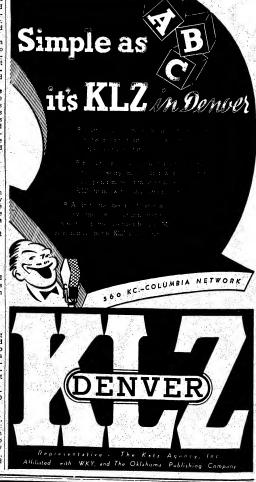
# New M. C. Song Shop Sponsored by The Coca Cola Company



# DEL SHARBUTT Thanks

For the chance

Beginning Friday, March 11 CBS, Coast to Coast 10-10:45 P. M. EST



**NEW YORK** CHICAGO

Joseph Hershey McGillvra ADVERTISING REPRESENTATIVES FOR RADIO STATIONS



## **Newspapers' Radio Petitions Get Chill**

Milwaukee Journal, Washington Post, St. Louis Post-Dispatch Ambitions Are Turned Down

Washington, March 8.
Frowning on four newspapers, rederal Communications Commission made material progress last week toward laying down firm new policies which will influence distribution of broadcasting privileges. Quartet of significant decisions came out of the mill in another minor break in the huge jam blocking the stream of applications.

In unburdening itself, Commish stuck to the principle laid down weeks ago that facilities should be allocated as widely as possible to prevent potential local monopolies and tended in the direction of an anti-publisher stand. Greater competition was the underlying thought in almost every opinion.

petition was the underlying thought in almost every opinion.
A two-bagger decision knifed the hopes of the Milwaukee Journal, which already has a transmitter, and the Washington Post, which has been frying to get a slice of the National Capital's radio spectrum for months. Reasons for turning down their petitions differed only in minor respects.

spects.
Milwaukee Journal got cold-shoul-Milwaukee Journal got cold-shoul-dered because the Commish felt that additional grants in the same area to an existing licensee are not, in the public interest. This is the stand taken in a New Orleans case where the policy was first enunciated. Washington Post lost out for the reason that Washington already has four unlimited stations and does not require more outlete & the excess the second of the policy of the control of the policy of the control of the policy of the pol require more outlets at the present

require more outlets at the present time.

Another metropolitan rag dognoused is the St. Louis Post-Dispatch, which coveted the time altotted KFUO, companion of KSD, the paper's outlet, on .550. No clear evidence of hostility to publishers was seen in this decision, but the Commish hinted it saw no reason for giving the press all the breaks. Sound reasons are required if any present transmitter is to be gagged, the Commish added in renewing the KFUO license.

The other newspaper case, similar to the minority view expressed last summer by former Commissioner Irsum Stewart in the El Paso controversy, found the Port Huron Times-Heraid publisher losing to the new-Heraid publisher losing to the new-Heraid publisher losing to the new-

versy, found the Port Huron Times-Herald publisher losing to the new-ly-organized Port Huron Broadcast-ing Co. primarily because the FCC thought it preferable to prevent growth of a monopoly on news and advertising. Competition is desir-able, particularly-in-small-towns, the decision indicated.

Faye and Cleon Return to WHO
Des Moines, March 8.
Faye and Cleo. 'Maids of the
Prairie,' returning to WHO for
Bobbie Grifflin's 'Sunrise Roundup'
show at 6 am. Mondays through
Fridays under sponsorship of Interstate Nurseries of Hamburg, Iowa.
Eye-opener program will also include. the Islanders, string instrumental and vocal trio.



Cincinnati, March 8.

Tall tales are to be entwined with music in series of Friday night quarter-hour sustainers on WLW, beginning March 18, under label of International Liars. Club. Crosley talent assigned to the show includes an orchestra to be directed by William G, Stoess. Bill Green as master of ceremonies, Deon Craddock and the Modernaires, vocal.

Josef Cherniavsky's Musical Camera program, recently revived on WLW when he became co-director with William G, Stoess of the Crosley music staff, will feed to the NBC blue network on Sundays from 6 to 6:30 p.m., starting March 13. Stanza is sustaining.

Tall Tellers Give

### Mendel Jones' Added Job

Mendel Jones' Added Job
Cincinnati, March 8.
Mendel Jones who recently left
WHK-WCLE. Cleveland, to become
production and program manager of.
WCKY, last week was appointed to
take on additional post of studio manager of the L. B. Wilson station.
Latter spot was filled by Lee Goldsmith during past couple of years.
Goldsmith was manager of WCKY
when it started, in 1929, and rejoined
it 1934, after an absence of two
years. He is taking a three-week
vacation and thus far has not announced his future plans.
Ann Hunter, whose real name is
Wilma Gwilliams, on WLS, Chicago,
for the past three years, joined the
WCKY staff last week. She replaces
Mary\_Jane\_Dunphy\_with Wilson's
station for a year, on women's and
household programs.

G. Dare Fleek, who has charge of traffic at KDFA, Pittsburgh, has sumed a weekly program of book reviews that were discontinued in 1931. During the original series, which ran for four years, Fleck broadcast behind the anonymous name of The KDKA Bookworm.

# **Ethridge Eliminates Himself; Available** List for N.A.B. Prez Narrowed Down

Washington, March 8.

Field for the paid presidency of the National Association of Broadcasters has been reduced to a more handful, which will be sifted further at additional executive committee meetings before the directorate meets March 21 to pick the new industry front man.

Initial gathering of the judges last week-end resulted in discarding preponderant majority of the persons seeking or suggested for the post of radio spokesman and head lobbyist. After elimination trials, approximately a dozen were still in the running.

Identity of those still under consideration was a deep secret in business circles here. But the politicians, the stuffed shirts, and the chiselers were quickly disqualified, as remarkable headway was made. Bulk of



# DEALERS

# are listeners, too

Radio programs are not limited, in their influence, to consumers. Retailers, jobbers, wholesalers listen, too-frequently with even greater attention and interest. When the commercial boosts a product on their shelves it boosts their business. They become part of the show It gives them business prestige. That's why they are glad to stock .. proud to sell. eager to push products advertised on

**WLW**-the nation's station CINCINNATI

# Australian Radio Announcers Ask \$50 Weekly, 10% Extra If Scripting

Announcers are seeking higher rate of pay through the Federal Ar-bitration Court under title of Pro-fessional Radio Employees Institute of Australia, Rates requested are

Announcers
Juniors
Employees working more
than 15 hours weekly on
program staff

Announcers called upon to write own script, or to rehearse dramatic shows over 15 hours are asking 10% extra on above scale. A working



### LARRY VINCENT

Athlete Chocolate Bar

CBS SHOW Starting Wed., March 9th, 11 to 11:15 A. M.

# WENDELL MALL

Address: 4351 N. Paulina St., Chicago

week of 30 hours is claimed, with shifts arranged mutually.
Actors' Equity of Australia is also seeking scale covering performers engaged in air work as follows:
Within 20 miles of capital cities:
Males \$40 weekly; females, \$55 weekly; males, engaged casually by day, \$8; females, \$6. A working week of 44 hours is asked for, and both scales demand that compulsory conferences be held to straighten out any bother between employer and any bother between employer and employee. Pointed out that the rates will only apply, if granted, to members of the Actors' Equity.

# Italy Surveys **Working Class** Radio Tastes

Rome, Feb. 22.

Italian broadcasting station EIAR is seeking to find out what the musical preferences of the working classes are by asking employers what instruments they would include if they were to hire a three-piece orchestra to play at their factories. Questionnaire is in line with the station's campaign to raise the number of Italian set subscribers to 1,000,000 by designing more of its programs for working class appeal. EIAR devotes as much time to fetching attention in Italian colonies and foreign countries as it does to catering to home listeners. The broadcasts for outside consumption are on steadily from 11 a. m. to 3 a. m., with EIAR eagerly granting any request for permission to rebroadcast its programs.

### Sonny on the Cuff

Regina, Sask., March 8.

Bill Stoven, 17-year-old son of Horace N. Stovin, Ottawa, station relations counsel for CBC, is learning radio here the hard way.

After school's over for the day he hies him off: to local stations to study and substitute—without pay—in. various departments in order to learn the business from the ground up. Those are poppa's orders. Stovin was manager of CKCK prior to being made regional program manager of CRC, predecessor of CBC.

### Disconcerting

Regina, Sask., March 8.
That St. David's Day broadcast over CBC from Great Britan didn't go over so good with one Welshman here, at any rate. He telephoned CKCK here at 8:30 oclock. When's the Welshmanded. 'It's on now,' replied CKCK. Been half an hour.' My gosh! I'm listening to it and didn't even know it,' wailed the Welshman.

### **PERUVIAN STATIONS** IN EXPANSION MOVES

Radio International of Lima, Peru, Feb. 16.
Radio International of Lima, Peru, operators of stations OAX41 and OAX41, have appointed Fally Markus U. §. rep and at the same time announced a modernization plan for stations which calls for expenditure of \$25,000 over the next year. All of newly invested capital will be spent in U. S. for materials to renovate

in U.S. for materials to renovate facilities.

Stations pioneered in the use of live talcut in Peru. Majority here still use only records and transcriptions. Pair were also able to survive the new drastic Lw which forced five other stations to remove transmitters five kilometers outside limits of incorporated cities.

### **KSD** Request Denied

St. Louis, March 8.

Application of KSD owned and operated by the Pulitzer Publishing Co., publisher of the Post-Dispatch and KFUO owned and operated at Clayton, Mo. by the Evangelical Lutheran Synod of Missouri, for allegation of the gurent time sharing the continuous of the gurent time sharing the state of the gurent time sharing the state of the gurent time sharing the state of the gurent time sharing time sharing time sharing time sharing the gurent time sharing ti teration of the current time-sharing arrangement was denied Friday (4)

arrangement was denied Friday (4) by FCC. KSD asked for unlimited of the existing time-sharing basis, and KFUO asked for permission to operate one-half time with an increase in its power.

In denying the application but renewing the licenses of both stations the commission stated that each station has been of an acceptable quality and has served its public interest and it is probable that each station will continue to render such service.

### Sports Changes at KGLO

Mason City, Ia., March 8.
Al Mitchell, KGLO's sports spieler, left to return to his former job as sports redNor of Mason City Globe-Gazette, Replacing Mitchell on the KGLO staff is Gordon Thomas, who comes from WHA and WIBU at Madison, Wils, Jim Woods takes over KGLO sports department.

# **NBC Programs Revitalizing Remote** Canadian Areas: Helps Radio Biz

Montreal, March 8.

Approximately 27 privately owned stations affiliated with the Canadian Broadcasting Corp, have been revitalized as a result of popular American programs being piped in on account of the CBC hookup with NBC.

While actual revenue increase is not considerable on account of 50% discount paid off for line charges,

plus only a 2% service charge by the CBC, the use of outstanding programs has made adjacent time on small stations more valuable and more salable

more salable.

Strongest approval of the CBC policies is found in Ontario and further west. In northern Ontario, it is reported, listeners very seldom tuned in until recently, having given up radio as a form of entertainment. Reception is not clear in these areas and local stations were furnishing only mediocre entertainment.

Reported that sales of radio sets has increased in many areas where the CBC has outlets and that listener interest has frown considerable.

er interest has grown considerably.

### WORKS 12-15 HOUR DAY

Paul Jacklin Makes Allegation as He Resigns in South Africa

Capetown, Feb. 13.

Paul Jacklin, English program manager at the Capetown studies of the South African Broadcasting Corp., has quit as a protest against the company's 'overworking of its staff.' He will vacation until the end of May and go to New York to look for a job.

Jacklin says that he, like others on the staff, has had to work from 12 to 13 hours a day, producing an accumulated weariness and mental fog that prevented him from doing justice to the directorial assignment. Capetown, Feb. 15.

# Thivierge, CHRC, Quebec, Urges Delay In Clamping Down on Sales Reps

Montreal, March 8.

Members of the Canadian Association of Broadcasters are being asked to back up a petition by J. N. Thivierge, station director CHRC, Quebee, which would multify the resolution adopted at the meeting of C.A.B. last month eliminating the mon-exclusive station representative from the Canadian radio field.

In a letter to be reflect that the dealings with time brokers be continued until the fall.

C.A.B. officials: have countered with a letter-to-all-members of the Association asking them to stick to the agreement drawn up during the convention.

Majority of broadcasters in the Province of Quebee seem to be in favor of the Thivierge plan while most western station men are backing the C.A.B.

Elimination of the second 15% payment to station representatives seems to be favored very strongly by the Association of Advertising Agencies, Eastern station men are inclined to the belief that strong pressure from the A.A. is responsible for the stand taken by the C.A.B. executive committee.

Believed that advertising agency men are opposed to payment of a second 15% commission, on the grounds, that this will eventually be charged up to advertisers through a possible increase in time rates, expecially by stations congested

# Ickes Br'dcast Called 'Sermon' By the British

London, Feb. 24.
Harold L. Ickes, U. S. Secretary of the Interior; inaugurated new B.B.C. series, 'America Speaks,' with a preachment on the New Deal and an eulogy of Roosevelt that came to British listeners as far more forthight than most talks normally heardhere. Speaking for 22 minutes direct from Washington on a special hook-up, he had an excellent contact marred only by intermittent but stight fading.

tact marred only by intermittent, but slight fading. Paradoxically, he averred British Conservative policy would in part be denounced as a dangerously Red creed in America, though the latter boasted the greatest, political free-dom in the world. Textually, Ickes'

dom in the world. Textually, Ickes' material was strong, serious contribution to the thought-provoking content of B.B.C. programs, making an emphatic start to a series which will command keen interest on this side. Oratorically, on the other hand, the delivery to English ears sounded somewhat like a sermon, even at times a species of tub-thumping. United Kingdom listeners prefer, in serious radio discussion, a less formal note, appreciating most of all the type of talk which might have come from a guest sitting in an arm-chair.

(Series being broadcast Tuesday evenings at 9:20 G.M.T. on the National wavelength, running 20 mintes, immediately following 9 o'clock

utes, immediately following 9 o'clock

### WIP-WFIL Grimacing

Philadelphi, March 8.
Tempers at WIP and WFIL were sizzling this week over charges by former outlet that, WFIL set its quiz show at exactly same time as WIP's in an attempt to cop sponsor of the program on WIP, Shell Union Oil Co.
Long explanatory statement by Don Withycomb, WFIL g.m., last week, served only to mak things hotter. Withycomb denied that WFIL even knew that WIP had a q. and a, show, let alone that it was trying to swipe the sponsor or had hired a WIP salesman for that very purpose.

nired a nir spurpose.

WIP exec declared yesterday:
'Now I guess WFIL will change its
time to the same as Professor Quiz
because they don't know he's on.'

areas. Some stations are practicallysold out on choice spots.

In his appeal to station men to
hold off clubbing station reps
Thivierge states that his proposal
is made with the idea that it will
give time brokers and sub-agenciestime to close contracts with firms
which have already been appointed
by time brokers and on which th
time brokers have probably spent a
joto-of-time-and-money-in-buildinglot of time and money in building shows, auditions, scripts, etc.



## JOSEF CHERNIAYSKY



Now with the Nation's Station WLW CINCINNATI

at 6 P.M. EST

BULLETIN CRS Swing Session CHARLIE BARNET EXCLUSIVE MANAGEMENT CONSOLIDATEC



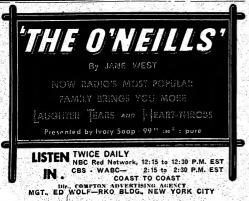
# DON

WOR 12-12:15 P.M. EST FOR BOSCO

# GUS VAN

STAGE, SCREEN OF RADIO

ADDRESS c/o Goldie and Gumm 1510 Broadway, New York



# E.M.S MONTREAL A

### AMATEURS GET **WAXED IN ENGLAND**

London, Feb. 25.
Alfredo, band leader, has tied up
with the International Broadcasting
Orp., which controls Radio Nornandie, on an amateur talent idea. with the International Broadcasting Corp., which controls Radio Normandie, on an amateur talent idea. With a unit put together by the IBC, Alfred starts soon on a vaude tour. Local amateurs will be included in the stage runoff wherever the unit plays and the cream of the amateur crop will have their talent inscribed on wax.

Transcriptions stemming from this hunt will be aired over Normandie twice weekly.

### South Africa Signs

Capetown, Feb. 22:
South Africa has signed on the dotted line with Britain, Indi , Australia, Denmark and New Zealand, to the Broadcast Convention drawn up in Sept., 1936, now in force, and deposited with the League of Nations. Convention binds the signatories not to broadcast, or permit to be broadcast, any wireless propaganda likely to disturb international relations, especially false news.

especially false news.

### Radio's Influence

Saskatoon, Sask. March 8.
Wooden-headed Charley McCarthy was blamed and praised
at sessions of the Saskatoon
United church presbytery last
week. Committee in charge of
theological students said only
three of 12 students under
their care attended church
Sunday nights. One of the students
suggested the others
stayed home to listen to Charlie
McCarthy, heard Sundays at 7 McCarthy, heard Sundays at 7 p.m., M.S.T., church starting

time,
Dean Arthur Collingwood
later observed congregational
singing recently had displayed
a trend suspiciously like the
vocalizing popularized by Crosby and Vallee.

### Chas. de Cruz Due in U. S.

Chas. de Cruz Due in U. S.
Charles de Cruz traveling rep for
Radio Belgrano (LR3), Buenos Aires,
arrivas in N. Y. early in May. On
arrival he will—sever connection
with radio station to devote his time
to his own film trade publication.
El Heraldo.
He expects to spend several weeks
in N. Y. going over the film and radio situation here before turning
west and from there to home.

# REHEARSAL TIME CURBS SOUGHT

Demands on Government and Private Stations Would Cost CKAC \$17,000 Annually with No Commercial Privileges

### 'ALIEN' ANGLES

Montreal, March 8. Officials of the Musicians' Federation of Montreal (Local 406 of the A. F. of M.) are negotiating for a new deal with Gladstone Murray new deal with Gladstone Murray, general manager of the Canadian Broadcasting Corp. Union officials expect to confer with Murray short-ly with a view to ironing out differ-ences arising from the employment of non-union musicians by the cor-poration and the establishment of higher rate.

of non-union musicians by the corporation and the establishment of higher rates.

Union has also made representations to privately owned stations such as CKAC and CFCF in Montreal asking for employment of staff orchestras with a minimum weekly rate of \$72 for leaders and \$48 for side men, with the provision that these men would not be employed for commercial broadcasting purposes. Union demands provide that members of staf orchestras shall broadcast one hour daily and rehearse for not more than one and one-half hours daily.

While these rates are below standard union wages as established by the A.F. of M, local unions feel that if the CBC and privatel, owned stations would absorb unemployed musicians through the creation of staff orchestras, the local problem would be partially solved.

If meeting union demands it would cost a station such as CKAC approximately \$17,000 to carry a staff orchestras which could be used for sustaining programs only.

Refers to Government

Privately owned stations have adopted the attitude that they can-

Refers to Government
Privately owned stations have
adopted the attitude that they cannot deal with a branch of an alien
organization (placing the American
Federation of Musicians in that categovy), or agree to accept a standard
form of contract with musicians
without permission from the Canadian Broadcasting Corp
Success of union demands depends
entirely on the outcome of talks with
the CBC. One of the major union,
squawks that musicians getting

that musicians squawks getting

the CBC. One of the major union, squawks that musicians getting, \$15 for hour of broadcasting may be required to rehearse for five hours without additional compensation. Union heads want limitation of rehearsals to one and one-half-hours for every hour of broadcasting, with pro-rata payment for additional rehearsing.

If figuring time spent on hearsals, musician employed by the Canadi Broadcasting Corp. are getting as little as \$2 an hour. Additional tangle may be due to the fact that the CBC. a Government agency may not be position to employ exclusively union labor to the exclusion of other taxpayers who may not belong to any union. Question of Sovernment recognition of unions may, therefore, prove to be the major obstacle to a satisfactory solution.

### In Canada

Gordon V. Thompsen, head of To-ronto music publishing firm of that name, currently visiting western Canadian cities trying to interest radio stations in using more of his tunes under Canadian. Performing Rights Society control.

Regina, Sask, got snowed Bill Speers had, to find sub in a hurry. Took a chance on schoolboy Ralph Foster, who had been hanging around for nights, trying to get an audition. Kid clicked so big he'll become part-of show. George Doyle on CBC show fro

### The Universal Touch

London, Feb. 25. London, Feb. 25.
Erna Rubinstein, violin:
tuoso, came over here latter
part of last year to do a film for
Alexander Korda, which had to
be held up due to London Films
difficulties at that time. Mat McKeigue approached the BBC to put her on the ether. Official approached claimed he had never heard of her, and insisted

an audition.

After two months of negotia After two months of negotias-tions, she finally auditioned, and it took another month for the BBC to give a report on the audition, which was found to be highly satisfactory. Report added but owing to the number of names already our waiting list, we regret that we can make no definite promise of an engagement.

### Curtis, KFRO, Admitted

ongview, Tex., March 8. James R. Curtis, prez of KFRO, is ne broadcaster who attended the

James R. Currus, prez of RFRO, is one broadcaster, who attended the recent N.A.B. Washington confab and did more than; conventioneering. Went up before the U. S. Supreme Court and got admitted to practice before the Big Bench.

# **RUDY VALLEE OFF IN CANADA**

Regina, Sask., March 8.

Rudy Vallee program drops off the Canadian Broadcasting Co's hookup March 31. Standard Brands of Car ada will have c ed the 13 it obligated itself for when it decide

outgated itself for when if decided to use the Vallee Thursday night show to plug Fleischmann Yeast. Pug for the yeast was inserted it Canada. In the United States he Vallee show has been selling Royal Gelatin.

### WPEN Crew Goes C.LO.

Philadelphia, March 8. Entire staff of 11 gabbers at WPEN swung from AGRAP to American Radio Telegraphers Association, CIO

unit, last Friday night.

Crew met in ARTA headquarters after station closed up to take a vote on the switch.

Hellace Shaw, CBS thrush, wax-ing a series for World Broadcasting.

# simaly

### is the word for it

... is the name of a new book from WKRC, the Columbia owned and operated station in Cincinnati. It tells how one grocery product manufacturer increased his sales from cans to cases with an unusual Cincinnati program. It's a story of WKRC showmanship. And WKRC salesmanship for sponsors. This is a book we think you should have - and will enjoy.

Local advertisers place more business-50% more-on WKRC than on all other Cincinnati stations combined. WKRC Cincinnati's favorite local station. It is the only station broadcasting the complete schedule of any network, to the entire Cincinnati market. To 250,000 families, "This is the COLUMBIA. BROADCASTING SYSTEM" means, "THIS IS WERC."

You can effectively reach the Cincinnati entire market with WKRC at a cost within keeping of the market. It's a rich market - that is buying now!

WKRC

### CINCINNATI

"At the top of the Dial" 550 Kilocycles. 5000 Watts Daytime, 1000 Watts Evening. Owned and Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco

Aside from

ITS 50,000-WATT

**EXCLUSIVE** 

"OUTSIDE" COVERAGE

KMOX STILL DELIVERS

**MORE LISTENERS** 

IN ST. LOUIS

THAN ALL OTHER

ST. LOUIS STATIONS

COMBINED.

THAT'S WHY KMOX CARRIES MORE LOCAL and national apot abvertising than the NEXT TWO ST. LOUIS STATIONS COMBINED.

# ST. LOUIS KMOX CHS

NED AND OPERATED BY THE COLUMNIA BROADCALTING ENTER BY RADIO SALES: NEW YORK + CHICAGO MAIR - LOS ANGRES - SAN FRÂNCISCO

S

U

× A,

S

Ņ

S

2 .

S

×

MOOKI Gen. Prof. Mgr. By Jerome Gottler, Louis I 2 MURRAY BAKER,

.

ORK

E W

E N C

\ \

.

2

В

SEV

6

6

ORATION

۵

2 0

VARIETY

"YOU'RE A SWEETHEART" A SWEETH ell hit U'RE

Mitchell Parish w 0 = 1 0 3 S

ST " MAD ABOUT MUSIC" SERENADE

4

MUSI SONG Production MARY" SWEET AS A S From the 20th Century-Fox P À 5 BBIN 0

# Ben Harney Dies, Pioneer Exemplar Of Ragtime Music

Ben R. Harney, 66, pioneer of ragtime piano playing, died in Philadelphia, March I, of a heart disease which necessitated his retirement from the stage some 15 years ago. He was buried in Fernwood Cemetry, there, March 5.

About 1893 the late Charles Trevathan wrote a number of songs for May Irwi then new hythm. Outstanding was 'The New Bully,' which scored an almost instantaneous hit. Harney, then a resident in Louisville, was quick to master the syncopated rhythm, and in 1896 was brought to New York to have a some surface of the surface of agitime playing, as it was then called. It was the forerunner of the modern jazz and swing which stem from the same syncopation.

from the same syncopation.

Harney was not its creator, but without his brilliant playing the new idea might have been presently forgotten. With his success so marked, a host of imitators sprang up, but only two, Mike Bernard, house pianist at Pastor's, and Burton (Bert) Green, then playing for the shows at Huber's Museum, approximated, the brilliance of his performance, and both owe their inspiration to Harney, whose facile technique enabled him to keep in the van.

From playing to composition was

enabled him to keep in the van.

From playing to composition was
a natural step and his 'Mr. Johnson
Turn Me Loose' and 'She Was
Good Old Wagon, But She Done
Broke Down' were followed by
nearly 100 other compositions. He
was also the author of 'The Ragtime
Instructor,' the standard work on
syncopated music, but he could not
endow his readers with the nimble
fingers which were the basis of his
artistry.

Angers which were the basis of his artistry.

Harney played practically every vaudeville house of any size in the United States, including frequent repeats over the Keith and Orpheum Circuits, and he could play Pastor's any time he wanted. He was always certain to pack the house. He was with the then famous Boston Howard Athenaeum road show, then the peak of touring vaudeville, for one season, and also toured for William A. Brady.

His playing led to the cake walk craze, using the same tempo.

His last professional appearance

His last professional appearance was over the Orpheum Circuit is

1923,

He exerted a powerful influence on popular music and it is probable that without his leadership jazz might have had its brief day and passed. He took the Trevathan idea and expanded it into a distinct type, which still endures,

He is survived by his widow the former Jessie Haines, of the Klaw & Erlanger and other musical productions.

### THAT DIZZY THURSDAY

Flood Day Had Pluggers Scurrying for Those Openings

For Those Openings

Professional contacteers in Tin Pan Alley spent a hectic afternoon last Thursday (3) when it looked as though NBC's trio of hour commercials might not come east that night because of the lower Californi floods. With plugs already set on the Rudy Vallee and Bing Crosby shows, the music men kept rushing from advertising agency to network program department to keep themselves posted on any possible substitution of programs from New York.

Every time an agency contacted the manager of an available band and the song-pushers heard about it they would be off in a flock to sell the band on using a number of theirs on the commercial. The flurry came to an end at 5:30 p.m. when NBC amounced that it would be able to transmit all three shows from the Coast as scheduled.

### WILLSON'S NEW RHAPSODY

Meredith Willson is composing a special 'Rhapsody in Green' for the March 17 broadcast of the Maxwell House program over NBC.

If deemed marketable one of the Metro music houses may publish.

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 (Feb. 28-March 5). Grand total represents accumulated performances on the two NBC links and GBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, 'denotes film song, 't legit tunes, and 'pop' speaks for itself.

unit, denotes firm song, 1 togis outle			Grand	Comme	
Title	Publisher	Source	Total	cials 9	Vocals 23
Sweet as a Song	Robbins	*Sally, Irene and Mary	95	4	20
I Can Dream, Can't I'	Mario	Pon	25	8	18
More Than Ever	Miller	Pop	. 25	4	13
Whistle While You Work	Berlin	*Snow White	. 21	11	16
You're an Education	.Remick	Pop	21	4	11 16
Thanks for the Memory	Paramount	Big Broadcast	20	3	10
The Une I Love	Robbins	Pon	19	1	17
I See Your Face Before Me	.Crawford	. Between the Devil	. 19	6	15
Ti-Pi-Tin	Feist	Pop	. 19	5	14
You're a Sweetheart	. Robbins	You're a Sweetneart	19	î	13
Let's Sail to Dreamland	Spier	Pon	19	4	10
Goodnight, Sweet Dreams	Shapiro	Pop	. 19	0	8
Dipsy Doodle	. Lincoln .	.Pop	. 18	6	7
Goodnight, Angel	.Berlin	Radio City Reveis.	11	3	16
Please Be Kind	. Harms	.Pop	16	2	7
Outside of Paradise	Select	*Outside of Paradise	. 15	3	10
New Apple Tree	. Chappell	. Hooray, for What	. 15	3	. 9
In My Little Red Book	. Marks	.Pop	. 14	3	7
Just a Simple Melody	. Witmark	Script Girl	181	Z	5
One Song	Berlin	*Snow White	13	5	5
Ten Pretty Girls	Crawford	Pop	13	4	5
Taboo	Southern	Pop	13	1	3
I Simply Adore You	Ager-Yellen	.Pop	. 12	2	9
Hour's You Like to Love Me?	Famous	*College Swing	iii	2	10
Love Is Here to Stay	Chappell	. Goldwyn Follies	11	1	8
Love Walked In	Chappell	*Goldwyn Follies	11	2	7
I Live the Life I Love	Words-Music	. Fifty-Fifty	11	5	6
Lock Lowerd Words Out of My Heart	Paramount	Pop	10	6	7
I Was Doing All Right	Chappell	. Goldwyn Follies	. 10	3	7.
Shack in Back of the Hills	Morris	.Pop	. 10	2	7
Somebody's Thinking of You Tonight.	Schuster-Miller .	Pop	10	7	6
Moon of Manakoora	Kalmar-Ruhy	*Hurricane	10	4	6
Sunday in the Park	Mills	.tPins and Needles	10	2	5
At a Perfume Counter	. Donaldson	tCasa Manana Revue	. 10	1	5
Old Apple Tree	. Witmark	*Posslie	. 9		
On the Common Cide of the Booking	. Chappen	*Roll Along Cowhov	9	0	3
Cyney Told Me So	Crawford	*Happy Landing	. 9	1	1
Yes, There Ain't No Moonlight	Robbins	Pop	. 8	1	. 8
Mama, That Moon Is Here Again	. Paramount	*Big Broadcast	8	1	6
Did an Angel Kiss You	Chappell	*Rosalie	7	2	
Once in a While	Miller	Pop	7	1	101.4
Two Bouquets	. Shapiro	Pop	7	0	7
On the Sentimental Side	. Select	"Dr. Rhythm	7	1	6
Gypey in My Soul	Words-Music	tFifty-Fifty	7		5
Hometown	.Crawford	Pop	. 7	3	4
With a Smile and a Song	. Berlin	. *Snow White	. 6	5	5
There's a Goldmine in the Sky	. Berlin	*Damcel in Distress	. 6	4	5
Jezebel	Remick	*Jezebel	. 6		
I Fall in Love with You Every Day	. Famous	*College Swing	. 6	ĩ.	4
Two Dreams Got Together	Remick	Pop	6	0	4
Sweet Stranger	. Ager-Yellen	*Rehecca of Supplyback Farm	6	1	1
Oooh Boom	.Santly-Joy	Pop	. 5	ō	6
Title Sweet as a Song. Title Sweet as a Song. I Can Dream, Can't I'. I Double Dare You. More Than Ever. Whistle While You Work. You're an Education. Thanks for the Memory. The One LLove. It's Wonderful. I See You're Face Before Me. TL-PL'I'. The Sweetleart I's Wonderful. I See You're Face Before Me. TL-PL'I'. The Sweetleart I's Sweetleart I's Easier Said Than Done. Let's Sail to Dreams. Dipsy Doodle. Goodnight, Sweet Dreams. Dipsy Doodle. Goodnight, Angel. Please Be Kind. Always and Always. Outside of Paradise. New Apple Tree. In My Little Red Book Just a Simple Melody. Tonight We Love. One Song. Ten Pretty Girls. Taboo One Song. Ten Pretty Girls. Taboo I Simple Melody. Tonight We Love. One Song. Ten Pretty Girls. Taboo I Simple Melody. Tonight We Love. Lowe Walked In. I Live the Life I Love. You Took the Words Out of My Heart Love Walked In. I Live the Life I Love. You Took the Words Out of My Heart Love Lownond. L'was Doing All Right. Shack in Back of the Rills. Somebody's Thinking of You Tonight. Heigh-Ho Moon of Manakoora Sunday in the Park. At a Pertume Counter. Old Apple Tree. In the Still of Night. On the Sunny Side of the Rockies. Gypsy Told Me So. Yes, There Ain't No Moonlight. Two Bouquets. On the Sentimental Side. Serenade to the Stars. Gypsy Tha My Soul. Hometown With a Smile and a Song. There's a Goldmine in the Sty. Nice Work If You Can Get It. Jezebel. Jeve with You Can Get It. Jezebel. Jeve Stranger. Tow Trumper. Ooon Boom. You Couldn't Be Cuter This Is My Night to Dream Aintcha Comin' Back to California'. This Is My Song. Melody Farm. I'm the One Who Loves You. True Confession	. Chappell	Joy of Living	. 5	. i	5
This Is My Night to Dream	Select	Dr. Rhythm	. 5	1	. 5
This Is My Song	Remick	Pop	. 5	2 2	4
Melody Farm	. Robbins	*Everybody Sing	5	2	12.
I'm the One Who Loves You	. Gem	. Pop	5	.0	4
True Confession	. ramous	True Confession	. 5.	0	4
Some Day My Prince Will Come	Berlin	Snow White	5	4	2
I'm Like a Fish Out of Water	. Harms	Hollywood Hotel	. 5	· 1	2
This Is My Night to Dream Aintcha Comin' Back to California? This Is My Song Melody Farm I'm the One Who Loves You True Confession Who Are We to Say? Some Day My Prince Will Come I'm Like a Fish Out of Water Any Old Lane Is Lover's Lane	.Gem	. Pop	. 5		2

### Tobani Family Appeals

Carl Fischer, Inc., was last week served with notice of appeal by Andre J. Tobani, who last December lost out in an attempt to uphold in family's claim to the ownership of copyright renewals of works created by his late father, Theodore M. Tobani. The case is being taken to the U. S. Circuit of Appeals.

In his decision Judge Alfred C. Coxe, of the Federal court, N. Y., had held that the works in question had been written by Tobani while on the arranging staff of the old Fischer farm and that since the copyright law gives the publisher the Carl Fischer, Inc., was last week

right to renew the copyright of a work created while the writer was in his hire the Tobani Tamily had no cause of action.

Court ordered that the Tobanis assign to Fischer all the renewals they had taken out on the works of their father. Tobani family had sought to restrain Fischer from publishing or selling the works covered by the renewals.

Bob Wright and Chet Forrest have completed three songs, 'Snowbound,' 'Girl Wanted' and 'Harlem Yodel,' for Metro's musical short, 'Snow Gets in Your Eyes.

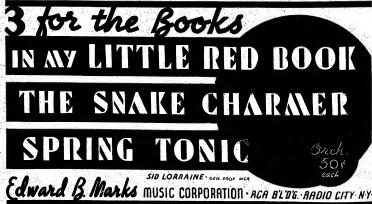
WANTED TO HEAR

ACTS ORCHESTRAS, MUSICIANS, CONCERT ARTISTS, and ALL REPUTABLE, TALENTED, Union

### ATTRACTIONS

For Bookings on a Non-Commision, Cooperative, Standard Rate and Data Busis

COBO, Inc.



# BRIBERY CONCERNS ASCA

Meanwhile Pubs Would Like to Halt Renewal Raids, but Nobody Will Take Initiative

While a number of publishers last week expressed themselves as favoring the calling of a truce in the raiding now going on of one another's copyrights as they come due for renewal, not one of these was inclined to initiate the movement. Feeling prevailing among them was that the suggestion of such pact would be interpreted as a sign of a publisher's weakening confidence in his legal rights and ability to out-bid the advances offered by his competitors to writers. One pub remarked that a truce will only be called when the cost of picking up these copyright renewals gets too expensive for everybody in the industry.

Controversy between Max Dreynessive, for everybody in the industry.

Controversy between Max Dreynessive, for everybody in the industry.

Controversy between Max Dreynessive, for everybody in the industry.

Controversy between Max Dreynessive, for everybody in the industry.

Controversy between Max Dreynessive, for everybody in the industry.

A Little Love, a Little Kiss' has reached a stalemate. Charges by Dreytis that Bernstein had misued his office as vice-president of the American Society of Composers, Authors and Publishers to obtain these rights were to be aired, before a meeting of the ASCAP board last Wednesday (2), but the get-together was called off. No date has been set for another conclave on the issue.

It is understood that various pub-While a number of publishers last-

for another conclave on the issue.

for another conclave on the issue.

It is understood that various publisher members on the board are anxious, because o' ASCAP political ramifications, to avoid having to take sides, in the Dreyfus-Bernstein till and are hoping that the two will settle their differences outside the precincts of the society.

### Musical Notes as Design For Textiles Go Blooey: **MPPA Demands Audit**

Scheme which Byron Moon, ad agency man, had of making the textile. wallpaper and rug buyers musical conscious has blown up and. Moon is now faced with a possible suit from the Mu : Publishers Protective Association. Moon has offered the MPPA \$183 in settlement of myalife due hit Harry Fox gen.

tective Association. Moon has of-fered the MPPA \$133 in settlement of royalties due, but Harry Fox, gen. mgr. of the association, refuses to accept any sum unless it is accom-panied by the statement of a certi-fied public accountant. Moon's idea involved the imprint-ing of objects on textiles in such progression as 'o represent the musi-cal notation of easily recognized oppular tunes. Bubbles would he used in the case of 'I'm Forever Blowing Bubbles' and daisies for a missical design the theme of Daisies Woit' Tell'. Moon has ad-vised Fox that the recent sharp fueduation in the price of cotton goods has resulted in the cancella-tion of contracts he had made with manufacturers for the use of his designs. After Moon got his idea started,

designs.

After Moon got his idea started, Fox and he drew up contract by which copyright owners were guaranteed a minimum income of \$250 on each tune used in a design, but this agreement was never signatured by the agency man. Moon explained that the payment of \$183 is based on the original agreement he made with the MPPA.

### ASCAP LAW STALLED: ATTORNEYS WRANGLE

Lincoln, March 8:

Extensions of time for filing addi-Extensions of time for filing addi-tional interprogatories and answers in the test case against the state here by ASCAP holding up any def-inite action on the constitutionality of the measure.

Meanwhile, the temporary injunc-tion against enforcing the 1937

tion against enforcing the 1937 -acted law which calls ASCAP a re-straint of trade, still holds on. Mat-ter is in federal court here.

### Songs You Don't Hear

Songwriters' Guild planning to offer radio a new type of musical program of songs you don't hear, garnered from members.

Idea is to take unpublished works of clique, those that never are popularized and those buried on publishers' shelves and give 'em an airing.

# Tomei Raps Jam As 'Just Playing Without Pay'

Philadelphia, March 8.

There'll be no more jam sessions for Philly A. A. Tomei, prez of Tooters' Local here; ruled this week. Order followed session when Tommy Dorsey, Bunny. Berigan and Gene Krupa got together at the Arcadia-International coupla Saturday nights

International coupla Saturday ngnis ago.

'They can call it a jam session or whatever else they want.' Tomei said, but to the union it's just playing without getting paid and that's strictly against the rules. It must be cut out before it goes any farther here. If we don't stop it, night club owners won't be hiring bands at all, but will just have wandering musicians come in and jam for coffee and kudos.'

Tomei said he was going to look into the possibility of penalizing Dorsey and Krupa for their part in the Arcadia session. He said he wasn't sure that anything could be done. Reminded that such iam sessions were good publicity and created interest music as evidenced by the terrific response at the Arcadia, he said. Sure people like it, but musicians are just cutting their own throats if they keep it up.

### SLOT MUSIC DISTRIBS BAND IN CONNECTICUT

Hartford March 8

Hartford, March 8.

To correct abuses in the industry and to wipe out the distribution of salacious recordings, a group of automatic phonograph operators met in Bristol recently and organized the Automatic Phonograph Distributors Association of New England.

W. E. Watkins of Springfield, was mamed president. Other officers are John J. Fitzgerald, New Haven, vice-president; Albert J. Navickas, Bridgeport, treasurer; Jerry Altro, New Haven, assistant trensurer, and Victor F. DeNezzo, Hartford, tary and attorney.

### MAY LIFT EXCISE TAX

Some Relief for Phonograph Manu-facturers From Government

Washington, March Phonograph industry is due to get out from under punitive Federal taxes costing around \$300,000 per year and further discouraging the sale of records. Congress this week was considering a new revenue bill that lifts the 10% gyp effective July 1.

that lifts the 10'; gyp enecuve July 1.

In urging repeal of this six-year-old excise, the House Ways & Means Committee pointed out that disc-making industry is in depressed state since the development of radios. Yield is so small it is not worth the trouble to collect.

Jack Mills has obtained the American, rights to The Lonsome Trail.
Ain't Lonesome Any More, from
Cinephonic Music, Ltd., of London,

# IDEA FROM WITHIN

Music Biz Now Says Bribery Is the Responsibility of Performing Rights Society -Methods Used to Affect Royalty Points Covers Trade Practices

### RELATIVES

Pressure has been brought within the American Society of Composers, Authors and Publishers to make it mandatory for the board of directors to take steps to curb plug bribery and other evil practices now going on in the music industry, ASCAP'S general counsel, Frolich & Schwartz, has been instructed to study the constitution and bytames of ASCAP with a view to advising the directorate whether it has the authority to make rules and regulations dealing with royalty distributions in the event unfairmethods have, been used to obtain methods have been used to obtain

them.

Faction within the Society which prompted the legal study points out that such authority already granted by ASCAP'S charter. Given as one of the Society's purposes in the latter document is the abolition of abuses and unfair practices and methods in the exploitation of musical works.

Bad Faith

This same faction holds that the ASCAP directorate is legally obligated to consider how the performance credits were compiled when it determined what share of the accumulated royalties should be paid a publisher member. The Society, it is further contended, rates as joint venture and that under the law if certail members can be proved to have acted in bad faith the board has no alternative but to censure or penalize them. censure or penalize them-

Among the angles that this fac-tion seeks to bring within the pur-view of the ASCAP board is the practice of certain publishers; pro-fessional men of laying out the pro-grams of band leaders with network releases, all of which places such-publishers' employees in position to trade plugs. Also the employ-ment of band leaders brothers and relatives by advantage seeking pub-lishers. This group within the So-clety also wants the board to make it clear to band leader songwriters and publishers that, their actual or

and publishers that their actual or hoped-for membership ASCAP
will be subject to the same strictures laid down for everybody else.

### **MORRIS SEEKS COLLAB** TO SUCCEED WHITING

Edwin H. Morris, v.p. in charge of Warner Bros.' music publishing interests, who arrived from the Coast Friday. (4), expects to pick a writing partner for Johnny Mercer during his (Morris') stay in New York. Morris figures on remaining in the east until things musically get active again in WB's Hollywood studios.

again in WB's Hollywood studies.

Since his arrival Morris has been flooded with calls from writers seeking the alflagee with Mercer. Warner contractee, whose last partner was the late Dick Whiting. Morris said that there was nothing to, the report that Al Dubin and Harry Warren were splitting up. Dubin himself, explains Morris, started the report as gag while conversation with a publisher who has other studio connections. Dubin is, currently resting from a medical going over.

### Lachman Stricken

Chicago, March 8.
Sidney Luchnian midwest repre-sentative for ASCAP is in the hos-pital with a cerebral acmorrhage.

# Stall Off Dreyfus-Bernstein Fuss 'DOSOMETHING' IS 'Snow White' Score Takes Leadership As Sheet Music and Disc Sellers

### Lyman Clarifies

Abe Lyman, currently spotted at the Casa Manana, Broadway, connected with several network commercials had his manager, Harry Weinstein, last week address the following letter to music publishers:

'In the future please do not contact Teddy Powell (Lyman's librarian) with requests to do program numbers. The oily one to contact is Abe Lyman at the Casa Manana.

"In the event that Teddy-Powell wants to place a song with you, please accept it on the merits of the song itself and not because of Teddy Powell's connection with Abe Lyman.

# N. Y Also Now Has Anti-ASCAP Law on the Tapis

Albany, March 8,
By the terms of a bill introduced
March 7 by Assemblyman R. Foster
Piper, Republican, of Erie County,
American Society of Composers, Authors and Publishers would be declared an unlawful monopoly and its
method of collecting fees and royalties a restraint of trade. Bill amends
the general business law relative to
copyrighted instrumental and vocalcompositions.

the general business law relative to copyrighted instrumental and vocal compositions.

Design of the bill is to make it illegal for any composer, publisher, owner, their heirs or assignees, to form an association, partnership, corporation, group or entity to fix and collect fees for the performance of any composition.

Measure would permit only an original selling price to be collected with the stipulation that the price must appear on any form in which the composition originally published or manufactured. The wide, sweeping effect of the bill permits music to be played in theatres, over the radio, in hotels, restaurants, dance halls, colleges and any other place where music may be used for the original published price.

A fine not exceeding \$5,000, and one year imprisonment for an individual and a fine of not more than

vidual and a fine of not more than \$20,000 for corporations provided for violation of the bill in the penalty clause.

The bill has been timed in the

Assembly to avoid reference commit-iee as it will automatically go to the tee as it will automatically go to the rules group which takes over consideration. Pending legislation in lower house tomorrow (Thursday), a companion bill is due to be troduced in the Senate in the next lew days.

### L. A. LEGALISTS TO 'WHISTLE' IN COURT

"T Love to Whistic." plugged number of 'Mad About Music. Deamin Durbin starier for U, is already heading for trouble. Song is credited to Jimmy McHugh and Harold Adamson, but claimed as a previous property of two Los Angeles attorneys. Dave Hoffman and Myron Glauber, under the tille of 'I, Can. Only Whistle.

Lawyers have been singing the song around at parties for two years and, the assumption of their friends was that they had sold it to the U writers. This proved to be 100c. assumption.

Suit is now, preparation; by Hoffman, Glauber being at present in Mexico. Hoffma is depuly cuit at to New York to take up Lucky attorney, for La A. He writer thinuse, Glauber the lyries.

Score of Walt Disney's Snow White and the Seven Dwarfs' already gives indications of establishnew high in the sale of sheet music and phonograph records boying a film as their source. With the Disney feature but in its third week Disney feature but in its third week of general release. Irving Berlin, Inc., publisher of the score, has disposed of over '400,000 piano copies, while RCA Victor, which holds the exclusive rights to the wax reproduction of music from 'Snow White's soundtrack, has sold close to 25,000 disc sets. There are three records a set. Dance versions of the cartoon's score are also selling big.

Estimates around, the music busical control of the cartoon's score are also selling big.

cartoon's score are also selling big. Estimates around, the music business give the outlook on sheet sales an easy 1,500,000 copies, while the Berlin firm figures, that it vising considerably over this by the lime, the film has run its complete source and that several number in the score will become standards in the field of childfore music. Berlin now publishing all eight tunes now contained in the film and it due to get a ninth. Snow White, which Larry Morey and Frank Churchill, who are responsible for the entire score, are now writing.

Heigh Ho' looks as though it will

score, are now writing.

'Heigh Ho' looks as though it will replace 'Whistle While You Work' as the score's No. 1 seller. Another number of the group that is coming up fast, say the music jobbers, is the Dwarfs' Yodel Song.' Three of the tunes already rate, among the first 15 best sellers, namely, 'Whistle,' Heigh' and 'Some Day My Prince, Will Come Along.'

Exceptional demand for the score has extended itself even to plane rolls.

### Sir Louis Sterling Sets **Deal for Brunswick Discs:** Also May Handle Muzak

Electric and Musical Industries, Ltd., of London, will add the Brunswick and American Record labels to its list commencing July 1. Deal, which will give EMI the foreign distribution of these brands in the British. Isles, Europe, Japan and practically the remainder of the globe except North and South America, was closed Monday (7) by Sir Louis Sterling, the British combines managing director, who has been in this country for the past several the seeks. Sir Louis sails for home today (Wednesday).

Through this latest tieup, EMI

weeks. Sir-Louis sais for nome to-diay (Wednesday).

Through, this latest tieup, EMI now holds the rights to every major phonograph company's master turned out in the United States, except. Becco. It is Decca Record Co., Ltd., of England, that currently controls the foreign rights of the Brunswick and American Record masters, Decca having obtained them when it took over the Crystallate Co., eral years ago. The old Crystallate airangement with Brunswick-American expires June 30. Officials of Decca and RCA Victor. 'this side stated yesterday (Tuesday) that the EMI alliance with Brunswick will not affect them in anyway. British

not affect them in anyway. British combine already controls the U. S. Victor output through its ownership of Victor of England.

# **Bob Crosby Cites Rockwell-O'Keefe** Before New York Musicians' Local

Bob Crosby has taken his controversy with his former partner and bookers, Rockwell-O'Keefe, Inc., to the trial board of the New York Musicians Union. Crosby is charging Rockwell-O'Keefe with having sold him under scale on hotel engage ments. The booking organization has been advised that it will have to appear before Local 802's trial board, but the date of hearing has not been

get.

Rockwell-O'Keefe stated Monday (7) that it had been expecting this move. Crosby has been demanding it was said, a complete release of his contract with the organization and also from money claims that the booking outfit had made against him and his partner. Gil Rodin. Latter pair had recently cited Rockwell-O'Keefe before the American Federation of Musicians and the latter refused to recognize the validity of the contract that R-O'K had with Crosby and Rodin.

Crosby and Rodin.

Crosby and Rodin.

Crosby and Rodin walked out of the Rockwell-O'Keefe alliance several months ago. Latter office subsequently settled a claim of \$33,000 it made against Bing Crosby. Bobstorther, in connection with radio representation, while Bernard Miller, R-O'R attorney, brought suit in the New York supreme court against Bob Crosby and Rodin for monies claimed due as officer and coursel for Crosby-Rodin, Inc.; the corporate setup of the Crosby band.

Gene Krupa, who recently walked out of his drums assignment in Benny Goodman's band, has, asked Rockwell-O'Keefe to help him build adance combination around him and also to manage the proposed organization.

Krupa was one of the featured personalities in the Goodman setup and was receiving \$500 a week when he quit.

WHO ARE WE TO SAY SHADOWS ON THE MOON

ALWAYS AND ALWAYS

GIRL OF THE GOLDEN WEST

The Sensational Mexican Waltz Sona

Music and Spanish Lyric by Maria Grever English Lyric by Raymond Loveen

By Gus Kalin, B. Kaper and W. Jurmann From the MGM picture "Everybody Sing

By Mack Gordon and Harry Revel From the 20th-Century Fox picture "Love and Hisses"

By Gus Kahn, Wayne King and Burke Bivens

1629 BROADWAY . NEW YORK

CHESTER COHN, Gen. Prol. Mgr.

Leo Feist inc.

By Sigmund Romberg and Gus Kalın From the MGM picture "The Girl of the Golden West"

By Bob Wright, Chet Forrest and Edward Ward From the MGM picture "Manuequin"

MARIACHIE

TI-PI-TIN

THE ONE I LOVE

MELODY FARM

SWEET SOMEONE

The Top Novelty Tune **JOSEPHINE** 

### GARBER PAYS \$28,000 FOR KARZAS RELEASE

Hollywood, March 8

Jan Garber finally succeeded in settling his contract with Andrew Karzas Chicago but it was an expensive severance. With two years and three months remaining of a expensive severance. With two years and three months remaining of a five-year ticket, band leader asked for his release so he could take the Burns and Allen airshow here and fill a 16-week engagement at Topsys in nearby Southgate,

Karzas agreed to terminate the contract but it cost Garber exactly \$28,000. Only solace for Garber was that he could make the deduction on his tax return.

### Gene Krupa Leaves Goodman: Own Band

### On the Upbeat

Jack Marshard opened at Statler hotel, Detroit, March 7.

Dick Stabile into Statler hotel, Buffalo, March 12 for MCA.

Paul Zara at Statler hotel, St. Louis, starting March 13.

Larry Lee into Peabody hotel, Memphis, March 10 for MCA, to be followed March 16 by Paul Pen-darvis.

Louis Armstrong plays Loew's State, N. Y. week March 24 for Rock-well-O'Kecfe.

Del Courtney hits Schroeder hotel Milwaukee, March 9.

Charles E: Green, prez of CRA due in N. Y today (Wednesday) from cross-country trip.

Erskine Hawkins opens an eastern theatre tour March 10 at Johnson City, Pa.

Jack Sherr connects with Broad-moor C. C., Denver, March 9 for four weeks after closing at Rice hotel, Houston, Tex.

Fran Eichler will replace Herman Middleman outfit at Nixon cate, Pitts-burgh, March 14, for six weeks while latter band goes on 38-day Pan-American cruise aboard SS, Califor-nia. Middleman will return to his old spot April 25.

Jerry Livingston orchestra extend-ed until March 13 at Laurel-in-the-Pines, Lakewood, N. J. Crew plays for a University of Maryland hop March 18 and a charity ball at Bethlehem, Pa., March 26.

Dick Messner plays Hunter Colege prom at Plaza hotel May 7 and Yale prom March 12.

Andy Kirk follows Louis Armstrong into the Grand Terrace ball-room, Chicago, March 10.

Joe Haymes open five-week stay at New Penn, Pittsburgh, Friday (11), succeeding Carl (Deacon) Moore, who leaves for theatre dates. With Haymes will be a floor show headed by Joe Rogers, mc., and also booked by Joe Hiller for CRA.

Fran Eichler goes into Nixon Cafe Pittsburgh, for six weeks Monday (14) during absence of Herman Mid-dleman's outfit, booked for 39-day Pan-American cruise on SS Cali-

### SAD-GLAD TALE

More Like Lombardo Than the Origi-nal Not Helping Ike Silver Much

Dallas, March 8.

Ike Silver's band, known in Dallas chiefly through its broadcasts over Station KRLD, this week pitched a party in celebration of its third anniversary. It was a sad and glad occasion

Boys were said over the fact that, in spite of their almost unanimously acclaimed ability to play more like Guy Lombardo than he'does himself, they have reaped little national renown from their musical mimicry. Their style is closer to real McCoy than most imitators.

But they were glad over the recent rise to fame of one of their members. Former girl vocalist is now very well known artists' model in New York. Name is Georgia Carroll.

### 'Pins' Casters on Wax

Fins Casters on Wax.

Score of 'Pins and Needles' comes to the diese via a Decca pressing with Millie Weitz and Ruth Rubenstein of the original cast doing Nobody Makes a Pass at Me' and 'Chain Store Daisy.' Kay Weber and Sonny Schuyler vocalize in 'One Big Union for Two' and 'Sing Me a Song of Social Significance'.

Composer Harold J. Rome accompanies at the plano throughout.

# 15 Best Sheet Music Sellers

(Week ending Saturday, March 5)

*Whistle While You Work	Berlin
*Thanks for the Memory	.Paramount
I Double Dare You	.Shapiro
*There's a Gold Mine in the Sky	Berlin
*Heigh-Ho	Berlin
*Sweet As a Song Dipsy Doodle	Robbins
Dipsy Doodle	Lincoln
*Moon of Manakoora	.Kalmar-Ruby
Ti-Pi-Tin	Feist
*Gypsy Told Me	Crawford
†I Can Dream, Can't I?	Marlo
*Goodnight, Angel	Berlin
Ten Pretty Girls	Crawford
*Rosalie	Chappell-
*Some Day My Prince Will Come Along	Berlin

Indicates filmusical song. † Indicates stage production song.

The others are pops,

## Inside Stuff—Music

Lawyers representing popular music firms met yesterday afternoon (Thuesday) at the invitation of the Music Publishers Protective Association to discuss the legal questions involved in the action brought by the Song-writers Protective Association against Mills Music, Inc. Since the suit in the N. Y. Supreme Court had become an industry matter through the MPPA's contribution of \$1,500 to the defense, it was felt that the attorneys of pub members ought to have something to say about the conduct of the case.

There has been some agreement over the answer filed by Samuel Jesse Buzzell, Mills' lawyer. Several legalites in the publishers' camp argued that Buzzell should have conferred with them over his answer before he filed it.

filed it.

Opinion held by some of these lawyers is that the defense should move to dismiss the complaint so that it can get a quick decision on the SPA's claim to the control of the mechanical rights in the works of its member-

Another case that came in for airing at the lawyer gathering was the one that the SPA filed against Irving Berlin, Inc., to determine whether a publisher may deduct part of the licensing commission from the writer's share of money paid for synchronization or transcription rights.

At request of Joe Young and Fred Ahlert, Mills is laying off its own Nickel in the Slot' in favor of their new song which Larry Spier is publishing. Mills' publication is an oldie, an instrumental by Wingy Mannone, nor is it the first similarly titled song. Feist has one copyrighted in 1923. New treatment (Spier's) however, ties in with the coin-operated machines, and it's for that reason that Victor sent out 1,200 telegrams to its dealers to tie in with their local Wurittzers and kindred coin machines, idea being that will be a major source of revenue.

Paul Whiteman is using George Gershwin's "Second Rhapsodie in Blue," a new tag, embellished and developed by the Whiteman baton from a previous composition for an old 20th-Fox film.

It was originally called 'Rhapsody in Rivets.' Roy Bargy has orchestrated it. It was premiered at the Smith College Club of Hartford concert at Bushnell Memorial Auditorium, Hartford, Conn., last Saturday (5).

# BERLIM-BULLET

RADIO CITY REVELS The Greates Score in Years GOODNIGHT, 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

HEIGH-HO! (The Dwarfs' Marching Song) SOME DAY MY PRINCE WILL COME WITH A SMILE AND A SONG

WHISTLE WHILE YOU WORK

THE SILLY SONG (THE DWARFS' YOUEL SONG) BLUDDLE-UDDLE-UM DUM (The Dwarfs' Washing Song)

THERE'S A GOLD MINE IN THE SKY HARRY LINK, Gen. Prof. Mgr.

IRVING BERLIN, Inc., 799 Seventh Ave. N. Y.

New Sensational Novelty Hit

### VHUSTUE McHUGH and ADAMSON

New Universal

ROBBINS MUSIC CORPORATION . 799 SEVENTH AVENUE . NEW YORK CITY MURRAY BAKER, Gen. Prof. Mgr.

# **New Measure Proposed in Albany** Designed to Aid Theatrıcal Agents

Another new agents bill, partly drafted and sponsored by the Entertainment Managers Assn., got the beat on the De Matteo bill, backed License Commissioner Moss, by being presented to the state legislature Monday ( ). New Charles H. Breithart-Elmer F. Quinn bill is first to seek the split of theatricals from employment agency regula-

H. Breithart-Elmer F. Quinn bill is first to seek the split of theatricals from employment agency regulations. Heretofore, all proposals attesting theatricals, including the De Matteo paper, were general employment agency regulations.

Idea behind the separation is to avoid conflict with the state labor department now lobbying for the aboiltion of all employment agencies. Under the De Matteo setup, show biz agencies, etc., would go with any adverse legislation. Under newly proposed wrinkle it would stand alone and remain untouched.

EMA is taking no chances on its partly conceived bill and has followed up the step with a mail campaign to agents and performers, asking that they write to Albany requesting speedy action. Having met with municipal defeat on proposals during last two years, when local bill was stymied by then existing aldermanic body. EMA wants no repetition on state legislation, which if passed, would become effective May 1, 1938. If passed EMA would seek to have its own performer contract and a customer agreement. As yet, agents hav taken no action on the already announced Lemattee bill. Nor have radio stations, which are also threatened by the legislation, which is now in process of a house cleaning. Several of lessers are anxious to join a protective setup, but no more can be made minus larger outfits, which is now in process of a house cleaning. Several of lessers are anxious to join a protective setup, but no more can be made minus larger outfits, which is now in process of a house cleaning. Several of lessers are anxious to join a protective setup, but no more can be made minus larger outfits, which is now in process of a house cleaning. Several of lessers are anxious to join a protective setup, but no more can be made minus larger outfits, which in avent committed themselves to paper, although the proportionate representative body, with aid of Moss, was else being but through the proportionate representative body, with aid of Moss, was

New York was also being put through the proportionate represent-ative body, with aid of Moss, was ative body, with aid or Moss, was denied by latter's office. However, Moss stated that failure of the De Matteo bill will bring local action for regulation of agents.

### N. O. REPORTS RECORD **MARDI GRAS GROSS**

New Orleans, March 8. Visitors estimated by hotel men and others at close to 100,000 spent over \$2,500,000 during the five days of the Mardi Gras celebration here, city officials said last week. The out-of-town attendance this year was

the largest of any carnival in the lili-year history of the festival.

Theatre and night club business was the largest of any similar period

history, operators reported.

The celebration was presented under ideal climatic conditions, bright sunshine and spring-like temperatures prevailing throughout the festive week.

### Loew Circuit Books Vallee for 2 Weeks

Rudy Vallee has been booked for two weeks of Loew time, opening at the State, N. V., April 14, and mak-ing a stand at the Capitol, Washing-ion, D. C., the subsequent session. Last Vallee date at the State was in December. A. and S. Lyons booked.

### REVOKE CAFE RUM PERMIT

St. Louis, March 8.
Liquor license of Skipper's Inn,
popular river front nitery, was revoked Thursday (3) by Excise Commissioner Lawrence McDaniel after

missioner Lawrence McDaniel atter-cops testified the management per-mitted lewd shows.

No defense was offered, but an at-torney for the owner said he would take court action to overrule the revocation.

### **Givot Suspects**

George Givot has been quietly coaching with a music teacher to bring out a previously-unsuspected baritone singing voice

suspected baritone singing voice of serious pretentions.

Wants to combine his Greek dialect comedy routine with a concert voice, He started in Chi a decade ago as a voice-odo warbler and never suspected his voice of being Pagliacci-in-clined.

# **JERSEY HITS DOOR PRIZES**

Camden, March 8.

Move aimed at increasing night club attendance was tabooed Thursday (3) when Commissioner D. Frederick Burnett of the state alcoholic beverage control, ruled that door prizes to night club patrons is illegal.

prizes to night club patrons is illegal. Commissioner ruled thumbs down when George Tartar, local attorney, representing several niteries near here, queried Burnett when a client conceived a door prize as a possible hypo to business.

Point raised by Burnett was that the contemplated door awards did not involve skill of any sort, and therefore became a lottery. Dance competitions are perfectly okay, said Burnett, but anything resting on chance only, is not permissible, and will lead to revocation of licenses.

Decision is in keeping with recent

will lead to revocation of licenses.

Decision is in keeping with recent Camden rulings which forbid bingo, banko and 'radio' in churches and fraternal halls, on the grounds that they come under lottery classification.

### Powers' Elephants Overweight; Cancel RC Music Hall Date

Powers' Elephants were skedded for a date at Radio City Music Hall, N. Y., but were cancelled when it was disclosed that the pachyderms were a fon and a half heavier than the quoted 12 tons. It was decided that, the partly, shallow-supported stage could not stand the gaff. Herd were at the Roxy theatre recently where the stage is solid. Elevators, revolvers, etc., on the Music Hall rostrum limit the weight placed on it, according to operators, so repeat N. Y. showing was cancelled for fear of an accident.

Understood that Powers and theater are trying to make an adjust-

tre are trying to make an adjust ment because of the cancellation.

ment because of the cancellation.

If booking was concluded, Powers was going to attempt a new stunt never before tried in America. Best trained of the pachys was to hold a trapeze in its trunk while Bubbles Ricardo, bar worker, went through a routine. Reported that trick was tried in Europe once but never in U. S.

### N. Y.'s New Nitery

Salon Royal, new nitery, opens to morrow night (Thursday) at 151 E 57th street, N. Y., on the premises formerly occupied by Guido's Saphire Room. John M. Johnnidis new boss.

Music will be by Barry Winton's orchestra and Jose Dominguez's rhumba band. Talent will include Joan Edwards, Martha Stevenson, Nancy Nelson and Hilda Salazar.

### **Buster Crabbe Skedded** For Eastern Vaudeville

Larry 'Buster' Crabbe wends east from the Coast for some split-week yaude stands. Fanchon & Marco

from the Coast for some spill-week vaude stands. Fanchon & Marco booking.

Opens three-day stand at the Folly. Brooklyn, March 17, then to the Globe, Bridgeport, for a single day (20). Set for the State, Hartford, March 24-27. Crabbe will troop with June Gilgour.

### Mass. WPA Vaude's \$19,750 in 17 Months

## ATORKINS

Boston, March 8.

Massachusetts Federal Theatre

## Standard From 17 months.

From July 22, 1936, to date, 125,192

persons attended 286 performances, proceeds going to charitable, fra
ternal, military and civic funds.

# **ACTS TURN TO HOTELS FOR**

### 'TIME'

Chicago, March 8 Growing importance of the hotel as the source of bookings and as an important replacement for lost vaude time is seen in the reaction of the bookers, agents and vaude acts to the convention of the Midwest Hotel

the convention of the Midwest Hotel Men's Assn., held here at the Palmer House last week.

Group ran a banquet and show on its final meeting night, which was booked through Eddie Elkhort, of Music Corp. of America.

Music Corp. of America.

Acts practically begged for an opportunity to show. It wasn't question of money, most of the acts stating, they would work gratis for the chance to play before a group of hotel men who control and book the too midwest niteries and who contop midwest niteries and who con trol most of the flesh bookings.

### STANLEY, PITT, WANTS **JACKIE EASTER WEEK**

Pittsburgh, March 8. With return of Harry Kalmine WB zone manager, from a month' vacation in Hollywood, Stanley's flesh bookings have received an im petus, with result that house is now booked solid into May. Only spot yet to fill is Easter Week and efforts being made to get Jackie Cooper for a personal that stanza. Youngster was originally pencilled in couple of months ago but was called back to Coast by Warners for flicker, assignment in White Banners' and date was set back. Billy Gilbert and Barney Rapp's band current, to be followed in order by Jimmie Lunceford, Clyde McCoy-Hal-LeRoy, Tommy Dorsey, Shep Fields, Major Boves unit, George Jessel-Norma Talmadge unit and Cab Calloway's band.

Deal on fire for Mae West week of May 20, although no confirmation set yet. Understood record-breaking biz of buxom blonde has prompted her to extend her percent appearance of contracts the constants. petus, with result that house is now

ing biz of buxom blonde has prompted her to extend her per-sonal appearance tour considerably beyond six weeks originally planned

### Judy Garland's Pittsb'g **Record at Current Scale**

Record at Current Scale

Pittsburgh, March 8.

Pulling the biggest b. surprise
in years here, Judy Garland, Metro
moppet, cracked all existing records
here at Stanley, turning around
\$\$22,400 to top 'previous mark held
by Fred Waring by almost three
grand. Only figure that didn't go
was Jack Benny's \$36,000 of several
seasons ago, but scale for Benny
was much higher. Garland's take is
an all-time at current prices.

House was forced to five stage
shows daily and on Ash Wednesday
had to make it six. Opposish

shows daily and on Ash Wednesday, had to make it six. Opposish houses all over downtown area profited by overflow, and at least couple of grand more would have resulted had house got any kind of turnoyer weckend. Kids were coming in and staying for two and three performances, with management unable to turn them out.

### Walter Powell to Quit. Brittons for Single Act

Walter State No. 2 straight.

Walter Powell, comedy feature with the Frank and Milt Britton band for five years, currently at Loew's State, N. Y., closes with the act in a fortinght to essay a single. Powell will have Thelma Lee temme foil, and Jack Renault, puglists, now bouncer at a Broadway restaurant, as a straight.

Wark Leddy, longtime manager.

Mark Leddy, longtime manager for Jack Powell, has 10 weeks of foreign bookings and possible Broadway show in prospect.

# AFA Awarded Chorus Jurisdiction By 4A's Decision After Bitter Fight; Plans Call for Sweeping N. Y. Drive

### Auto-Suggestion?

Billy Rose has four new panels in the lobby of his Casa Manana, N. Y. They greet you pronto as you enter—huge likenesses of four master-showmen, Roxy, Ziegfeld, Barnum and Oscar Hammerstein.

His staff says that Rose's billing as a showman is called Casa

# F&M FOX, ST L., **SOLD ON FLESH**

St. Louis, March 8.
That natives will go for stage shows such as began at Fanchon & Marco's 5,000-seater Fox on Feb. 25 is borne out by the \$27,500 collected. is borne out by the \$27,500 collected during a one-week stand of Fred Waring and his Pennsylvanians. This bo. take represents the best week the house has enjoyed since it came under F&M ownership in January, 1934, and has convinced the management that name bands and other stage attractions can make the grade here.

here.
F&M's decision to present stage shows was predicated on a city-wide poll of patrons of all of F&M and St. Louis Amus. Co. houses last fall when the customers indicated a preference for stage shows such as started.

Bowes' Collegiate' ams began a week's stand Friday (4) and will be followed by Al Tyons and his band, a p.a. of Mae West and Jackie Heller and units headed by Al Pearce, Eddy

and units headed by Al Pearce, Eddy Duchin, Ted Lewis and others, and Duchin, Ted Lewis and others, and will carry, such entertainment, up to the opening of the muny opera season in Forest Park on June 3. Outside of the American Theatre, the town's only legiter, the Fox is the only other house with stage shows.

### **New Philly Sales Tax** Gives Cafe Ops Pain; Launch Fight Vs. Bill

Philadelphia, March 8 Newly-enacted Philadelphia sal Newly-enacted Philadelphia sales tax bringing more headaches; to nitery ops here. Measure causing trouble in that: it applies to food, but not drinks and to cigares.

Also, many customers refuse to, pay levy, call: git inlegal. Waiter, in this case, can take patron's name and address and spot can attempt to retrieve the tax in state supreme court.

court.

Art Padula, op of Arcadia-International and prez of Philly Restaurant Assn., has started fight against provision of the tax ordinance, which puts a levy on checks under 61. Bill was modeled after the New York statute, which exempts these small tabs, but city solicitor Joseph Sharfsin ruled that the exemption doesn't apply in Philly. Padula will lead a delegation before city council Thursday (10) to battle for an emerdment on this point. Thursday (10) to batil amendment on this point,

### **KEITH BOSTON RETURNS** TO VAUDEVILLE POLICY

Boston, March 8.

Effective Thursday (10), Keith Boston will again have stage show policy, while the Keith Memorial stays on first-choice screen and big name, vaude. Both will 'run solo films, but on weeks when the Boston does not take over a picture for continuous run from the Memorial, scale at the former will be 10c lower (55c top). For continuous runs, scale will be same as Memorial.

Big difference between Memorial and Boston stage policy will be the budgets: Memorial's All be practically unlimited to take care of names, Boston's will be limited to units and standard vaude. Boston, March 8

As anticipated, jurisdiction over choruses in vaude houses and night clubs was awarded last week to the American Federation of Actors. Action was taken by the board of the Associated Actors and Artistes of America at a special meeting America at a special meeting Wednesday (2) in New York, Jurisdiction had previously been held by Chorus Equity Assn., subsid of Actors Equity Assn.

According to the conditions of the award, AFA, which already represents principals in vaude and niteries, agrees to report back in 90 days to the Four A's board on plans for its organizing campaign, that AFA its organizing campaign, that AFA.

consults the Four A's board regarding the personnel of its organizers
and that AFA adhered to the Four
A's rule covering interchangeability
of membership cards.

While the outcome of the jurisdictional dispute was expected, the issue was not decided without a sharp
tussle. Philip Loeb and Paul Dullzell, representing CEA and Eduity, the property of the control of the cont

respectively, both put up determined opposition to the AFA bid. Loeb defended his recent policies and tions, which had been severely criti-

Dullzell, on the other hand, at-Dulizeli, on the other hand, attempted by parliamentary maneuvers to siymic the session. After failing to halt the revocation of CEA's charter for vaude and niteries, he attempted to adjourn the meeting,

Verdict Nearly Frustrated Success of that motion would have

Verdict Nearly Frustrated
Success of that motion would have
left the jurisdiction up in the air,
since it had been taken away frem
CEA and not yet handed over to
AFA. Ralph Whitehead, AFA executive-secretary, argued that such a
situation would leave all the performers in the field without representation and would make the Four
AS the laughing stock of the American Federation of Labor. Jurisdiction was thereupon voted to AFA.
It was figured that Dullzell's move,
since it would have deprived several hundred nitery and vaude
chorus performers of Four A's protection, was actually aimed to embarrass the Screen Actors Guild,
Which was supporting the AFA bid.
Right after the meeting, Mrs.
Florence Marston, SAG rep, who had
engaged in repeated verbal exchanges, with Dullzell during the
mediately taken home and has since
been confined to bed under a physician's care. Her condition was described as nervous exhaustion.
Preliminary plan for the organizing campaign, as drawn up by AFA,
calls for negotiating contracts with
all 40 of the New York niteries with
which the federation already has
pacts covering principals. It was intimated that wage minimums would
probably vary in different localities,
according to the class of the establishment, but that a \$35 a week .ate
might apply for top-rank spots in
New York

Foster Girl Firings

Also thought likely that now that

### Foster Girl Firings

Foster Girl Flyings
Also thought likely that now that
AFA has a clear track for the field,
it will proceed at once with the case
of the Gae Foster girls, allegedly
fired from the Roxy theatre, N. Y.,
for complaining to SAG about a violation of rules for making a film
short. SAG (which hasn't waude jurisdiction) prepared the case of the
National-Labor Relations Board, but
Chorus Equity never went further
with it.

with it.

Not indicated so far what course.

CEA will pursue now that it represents merely legit choruses. That
cuts down its sphere considerably and there has been some talk of the
association being absorbed into
Equity There has also been rumorthat Edith L. Christianson might resign as head of CEA. It CEA is
absorbed to Equity, it is pointed,
out, the chorus group's \$126,000 treasury would be turned over for Equity
administration.

ury would be turned over for Equity administration.

Only jurisdictional question now remaining before the Four A's is the problem of grand, opera chrouses, Charler for that field is held by the Choral Alliance, but, efforts have been made to merge the group with the American Guild of Musical Artists, which represents principals in the opera and concert field.

## Nitery Reviews

### ROYAL PALM CLUB

Miami, March 6.
Vincent Lopez orch, Harry Rich-nun, Yacopis, Edna Sedgwick, Ella Logan, Raul & Eva Reyes, Johnny Austrian.

With the iddition of Vincent Lopez and his orchestra show becomes the finest nitery ofering presented in any local club in the last two seasons. Harry Richman, working hard as usual, is the big draw. Show runs about 70 mins, and never lets down. Thirty girls appear in our original ensemble numbers staged by Sammy Lee.

ensemble numbers staged by Sammy Left. Wacopi Troupe performs admirably with whirtwind aero act. Strictly a circus turn, though the club's large floor makes it possible for them to work here. Edna Sedgwick's dancing is excellent and she closely follows Richman for top honors. Ella Logan's warbling is okay, but, her choice of numbers conclude the straight thumbs team, now do smooth waltz too. However, their rhumbs still remains the top offering.

their rhumba still remains the top offering.
Finale, Jane Keenoy's La Conga, has been held over since last fall, and still remains the most popular prod, number in the revue. Johnny, Austrian, recruited as musical director when Freddie Martin was taken 31, leads Lopez band for the since?

### GROSVENOR HOUSE

(LONDON)

London, Feb. 26. Edwin Styles, Marcia & Gunsett, Gaston Palmer, Chorus of 14.

'So This Is Charm' is pleasant, oc-upying 55 minutes, but conducted long a rather leisurely pace, due to

# Bell's Hawaiian

Mar. 18. Palace, Cleveland

Mgt. BOB HICKS PAGE \$14-21st Avenue ALTOONA, PA.

the slow manner of Edwin Styles, m.c., who is making his first appearance in a cabaret. To quicken him, however, would be to destroy his pleasant individuality.

Styles, was for a cumber of years in yaudeville and the legitimate stage, the pears with a roving microphone, which he hands to people the audience for impromptu interviews, which might be worked up more effectively. Styles did his former vaudeville act, which seemed new to the customers, consisting of simple instrumentation bits and legerdemain.

instrumentation bits and legerde-main.

Hacker and Sidell bullroom danc-ers from the Riviera, were unable to appear owing to illness, and were replaced by, the competent Marcia and Gunsett from the Monte Carlo Casino. They do a fine tango num-ber and dances of the Gay Nineties, Gaston Palmer, with his excellent patter, gets a lot of comedy out of his juggling, and is, as always, tertaining.

Chorus is attractive, dances neatly, but hasn't oomph.

Joto.

### COCOANUT GROVE (PARK CENTRAL, N. Y.)

Enters & Borgia, Balabanow Troupe, Una Wyte, Cas Franklin, Freddy Werner, Jerry Blaine orch

New Cocoanut Grove show, one of more elaborate in series, obtains lift from elaborate in series, obtains lift from Bresenow trouge. Production as well conceived under Bill Robbins skillful eye and continues one of the top hotel floor shows. Latest also gives New Yorkers its first glimpse of Una Wyte (New Acts), fetching balladist, who appears destined to travel far.

The Enters-Borgia dance team is playing return appearance. Got

The Enters-Borgia dance team is playing return appearance. Got three healthy encores at show caught. With new lineup, they start with smooth-cilcking French tango and counter with pulse-beating modern dance. Also good is swirling Spanish bit. Finish off with their familiar caricature conceit. Back later for gridiron cheerleader fantay. Fair-haired girl beauty and her Latinesque partner now being considered for films and musical comedy.

considered for films and musical comedy.

Balabanow Ensemble has been about in vaudeville but okay for floor show because of varied stunts. Three girls and two males are accordionists primarily—that's the opening. Go from straight accordion quintet to solo singing by one femme. Another does swift acrobatic terps. First girl returns for toe tap. Russian

(Continued on page 60)

### N. Y.'S 21 CLUB SUES PHILLY'S FOR \$50,000

Philadelphia, March 8.
Suit for \$50,000 damages from Philadelphia's 21 Club was started by New York's 21 Club in federal court here Friday (4). Operators of the Manhattan nitery claim that Max (Boo Boo) Hoff, Ben Beifel, among others in the Phility organization, copped the tag to build biz on the original's reputation. They asked addition to damages, that the court force changing of the spot's name. Hoff denied everything. He said that the name of his club was merely a contraction of the street address—1321 Locust street.

### Unions Stymie Casa

Manana's Screen Test

Deal for Universal newsreel to shoot scenes at Billy Rose's Casa Manana March 4 was called off when the stagehands and electricians union demanded coin for crews and stand-

demanded coin to the state of t usea, ti

### New Acts

UNA WYTE

Songs
6 Mins.
Park Central, N. Y.
A new singing personality, Una
Wyte evidences potentialities for
night clubs, and her looks, mannerisms and propensity for songs make
her a likely bet for the screen. Miss
Wyte's beauty impresses even more
than her initial vocal stint. Miss
Wyte sings 'Remember Me'. Encores
with 'Just Bill, with traces of
a modified torch song litt. On late
a couple of times, and always impresses. Miss Wyte is credited with
creating her own gowns (three in
his show). All outfits are chic, and
she wears 'em well. Wear.

BILLY GILBERT

BILLY GILBERT
Comedy
12 Mins.
Stanley, Pittsburgh
Screen comic who has risen from bits to featured roles in just a little over a year-has a compact little turn geared for laughs that come in profusion. It's all talk and perhaps a throwback to vaude's forgotten era, but Gibert's current popularity and his knack for squeezing familiar stuff dry makes the whole thing a pullower in hook's hat and apron behind what is supposed to represent a lunch-room counter, and idea has him trying to sell a femme customer soup, but she won't take it. It's a switch on his hamburger, routine in his latest 20th-Foxer, Happy Landing, That gives Gibert an opportunity to mother than the does with rasping dialectics, winding upwith a generous session of his hilarious sneezing routine, which he does with rasping dialectics, winding upwith a generous session of his hilarious sneezing routine, which first-bers. Comedian has a nice ingratiating personality and clicked all the way here.

LEE NOBTON and KEN WEIGHT
Baritone-Organist
15 Mins.
Criterion, Oklahoma City
Pulled out of their berth in the
WKY studio, where they air five 15minute programs weekly, this pair
prove they can dish it out in the
flesh with a four-stint daily p.a. at
but the control of the control of the control
and the control of the control of the control
and Ceorge Hamilton's orchs, has a pleasing throatiness to his voice, which
shows up especially good when he
works on slow-type music.
Ken Wright is a veteran of NBC.
And CBS, having been fed to the
former from WLS, Chicago, and the
starter through KMOX, St. Louis. He
started as a theatre organist.
Present act marks the team's
debut on the stage and a urce audience appeal should keep them there.

Levis.

MICKEY WALKER
Dancing, Talk
10 Mins.; One
Hudson, Union City, N. J.
Mickey Walker was a fighter of
note for many years. He is still a
fighter as well as an actor. It's just
a slugging of auditors now. He does
a brief gagging spiel of self-kidding
and yarn-weaving. Some of patter
is off-color (in keeping here). Most
is devoid of any color at all.
Following lifeless delivery, Walker is stooged by an aide into doing
a soft-shoe dance inspired by ropeskipping of training days. Bell (exit)
saves him.

## Unit Reviews

standing. Others have possibilities. Staging, costuming good.

Udell Sisters, twins, and a year older sister, first on to do a very ordinary tap. Good tookers lots of pack lakes to an opener. Come back later for some okay pops. Littlejohns, long a standard mixed vaude act, recently across the pond, atop large inflated rhinestone-covered balls give good exhibition of juggling, even tossing sharp axes to each other. They bow out to best applause in precise tap atop the balls. Work before a flashy thestone that they are to be a flashy the stone of the standard producer of the day of the standard producer of the standard producer of the analysis of the standard producer of the standard produ

gling.
Formerly at WLS, Chicago the Prairie Homesteaders, four hilbilly youths, give the unit added variety. Their modern tunes are swell closing turn. Each act on stage for brief recall before the curtain. Mack.

### SHOW OF SHOWS (ROXY, SALT LAKE CITY)

Salt Lake City, March 6. Gladys. Blake & Jack Gresham Kelly & Hayes, Dolores O'Dare, Connie & Ben Smith, Lolita & Ardo. Flying Marcos, Danny & Edith, Bill Flying house orchy A Man of Affatts (GB) The Outcasts of Poker Flat (GKO) (GB).

Gladys Blake, whose forte is mimicry of Fanule Brice, Martha Raye and Charlie McCarthy, hypos a listless set of fleshers into a robust revue. Inability of several acts from Los Angeles to arrive on time, due to flood, forced holdovers and last minute engagements of standby tal-

ent.

Miss Blake, peppy and good looking, teams with Jack Gresham, m.c., and she garners capital plaudits, and she garners capital plaudits, and she garners capital plaudits, and she garners capital contents and wears effective to the stage of the she was a she was

Chicago Follies Revue

(COLUMBIA, ALLIANCE, O.)

Alliance, O., March 6.

Udell Sisters, Littlejohns, Boone
& Tajt, Ches Davis, Burt Southern,
Phil Lope, Prairie Homesteaders,
Bill Berlin's orch, Jones Family
(20th), Love Budget (20th).

Ches Davis is responsible for Chicago Follies, which is playing Ohio
after breaking in two weeks ago in
West Virginia. Two acts are out,
standing, Others have possibilities
Staging, costuming good.

Udell Sisters, twints, and a year

Udell Sisters, twints, and a year

Aldea sister fort on ho do a very or

annia.

and Edith, in next to cuser, see an okay hand for their precision legmania.

The Three Flying Marcos (two males appeared at show caught: third arrived day later) fill bill wire specialties and acrobatics.

Guss.

OKLA. BANISHES FIVE MEN FOR FEMME ACT

Oklahoma City March 1

Banishment paroles were handed nit last week by Charles W. Conner. common pleas judge, to five men dancers, who pleaded guilty to charges of female impersonations at rges of female impersoriations.

Garden of Allah, nitery.

Sentenced to six

charges of temate must the Garden of Allah, nitery. The five were sentenced to six months in jail and fined \$500 each, but Judge Conner suspended sen-tences on provision that they get out the state. The men were Frank Lee and Jack Dayton, Detroit, Joe Lamar and Gene Marlee, Cincinnati, and Paul Gilvre, Terre Haute.

DONALD STEWART

# SIDNEY FISHER

PICCADILLY, LONDON, ENG

"Whitey" ROBERTS

Now Touring the South With ANTOLE SCIBILIA'S "WAIKIKI NIGHTS" Opening in Bluefield, W. Va. MARCH 11

BACK HOME AGAIN

DOLLY KAY

BOYALE FROLICS, CHICAGO

**NICHOLAS** 

JUST CONCLUDED THREE SUCCESSFUL

WEEKS AT THE

**PARAMOUNT THEATRE** New York

Personal Management: HERMAN STARK

### BEE HO GRAY

THE VERSATILE COWNC HELD OVER SECOND WEEK (M ROXY, NEW YORK

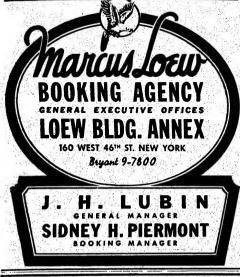
"Bee 110 Gray and his stooge, tith his ylppee comedy, nicely introed by the ensemble's cowboy opening routine. Gray yowing coyote is a novelty topper-offer?" Abel.

Direction FANCHON & MARCO AGENCY

# URICE AND CORD

INTERNATIONALLY ACCLAIMED DANCERS

EMPIRE ROOM-PALMER HOUSE, CHICAGO



The THEATRE of the STARS

# **CONDOS BROS.**

ROXY, NEW YORK

Variety, Marh 2
"Condos Bros: legmanta is ultra. They tap Ille snaredrums and, of course, now are a bit of a 'sme on the heels of their 2011-fox filmustal chores in Wake up and Live and 'tiappy Landing."

Abel.

Direction WILLIAM MORRIS AGENCY

# Air-Hotel Break In Chi Having Its Repercussions

Chicago, March 8.
With nitery business in town at new lows and the stations receiving plenty of yelps about the quality of their remote control stuff at night, there is a growing feeling among the hotels and stations, that perhaps both hotels and stations that perhaps both sides were too hasty in pulling away from each other here. Stations now begin to murmur maybe they didn't need that \$100 a week service fee so much, and the hotels, strictly among it would have been worthwhile in the long run to pay that century note to continue on the air.

to continue on the air.

Hotel night clubs locally have had a sharp decrease of suburban patronage since the hotels dropped off the air. Suburban listeners used to get hot to see their fave band in person after listening to 'em regularly on the air. Now they don't even know they're in Chicago unless they hapen to pick up a Chi paper, which is not yery frequent. Additionally, the cold print hasn't that come-and-gel-fit urge as has the blast of a hot clarinet.

With the outlets shut out, the

elarinet.

With the outlets shut out, the niteries are turning to shows rather than bands, figuring that since they can't get the orchestras on the air they might as well utilize that coin on floor shows. College Inn is topping the billing with Willie and Eugene Howard, rather than the orchestra, while Congress Casino is bringing in the N.T.G. revue instead of a name orchestra.

### **Rogers Memorial Short** Shown in 4,000 Theatres

Hollywood, March 8.
Approximately 4,000 theatres will screen 'For Auld Lang Syne,' special short subject being produced at Warners for use in the annual drive in behalf of the Will Rogers Memorial hospital at Saranac

Cast of the briefic includes Dick Powell, Rudy Vallee, James Cagney, Bonita Granville, Hugh Herbert, Allen Jenkins, Marie Wilson, Johnny (Scat) Davis, Mabel Todd and the Schnickelfritz band.

### Bert Wheeler and Dot Lee Team Up for Vaudeville

Bert Wheeler and Dorothy Lee have teamed for vaude, and open at the Earle, Philadelphia, March 18. The State, N. Y., March 31, and fol-lowing stanza at the Capitol, Wash-ington: Lyons office booked.

Miss Lee appeared in the Wheeler and Woolsey films.

### Gray's Vaude Tour

Glen Gray's Casa Loma orchestra, currently on a tour of one-nite dance dates, starts an eight-week stretch of vaude next month. Specialty acts will be added. Ben Dova already set.

Starts April 15 at the Earle, Phila

### NEW VAIDE HNIT

Harry Carroll and the Simon agency are producing a new vaude unit titled 'Simms of Paris.'
Layout includes Park and Clifford, Billy Branch, Earl and Williams, Al Gordon's dogs, 16 line girls, two comedy acts and a femme warbler. not yet added.

### Nitery Placements

Jay Whidden orch, Victor Hugo everly Hills.

Beverly Hills.

Duke Ellington orch, Peg-Leg
Bates, Alan and Anise, Aida Ward,
Peters Sisters, Cotton Club, N. Y.

Ann Lucas, Irene Mauseth, Harriet Brent, Nellie Durkan, PearWilliams, Nancy Kluber, Club
Cavalier, N. Y.

Mario and Floria, Hotel St. Regis,
N. Y.

Barry Winton orch, Joan Ed-wards, Martha Stephenson, Salon Royal, N. Y. Gracie Barrie, Versailles, N. Y. Borgia and Oliver; Bikimore Hotel, Providence, R. L.

### **Burlesque Reviews**

### HUDSON

HUDSON

(UNION CITY, N. J.)

Burley is still burley here, although slightly less girly, but the customers lay it on the line thick and fast (Sec. top, two-aday) for the lowest brand of humor to be found the lowest brand the lowest brand of humor to deliver the lowest brand the lowest bra

### COLUMBIA. BOSTON

COLUMBIA, BOSTON

Boston, March 6.

Mae Brown is back from Florida
and her tan enhances show's ace
stripper. Not only has manager Max
Michaels dubbed in entertaining
names at this indie this week, but
holdovers are proving their worth.
including Zonia Dulyal, red-haired
stripper who does a neat job. Also
good at warbling, Mae Brown is the
show's ace peeler.

Les Golden, from the nitery circuit,
utilizes good pipes effectively in.
combo with Eddle Yubel and the
stately brunet, Vicky McNeely.
Yubel is considerably better this appearance than recent. Miss McNeely
is a comer. Mary Marva is out for a
single strip and is okay.

The Morgan Sisters (2) are fair
dancers. Lack finesse. Nevertheless,
they're hardworking kids. Dorothy
and June Morgan single for some
acro and control work which net a
strong hand.
Sidney Leonard sitdown tapper.

and June Morgan single for some acro and control work which net a strong-hand.

Sidney Leonard sitdown tapper, looks somewhat lost. Dixon and Deloris, tap team, are fair. Both need more class.

Joe Yule can shoot his comedy to surefire applause. He combines well with Bert Marks, comedian.

Artic Lloyd, comedian, and Harry Yayan, good-looking Juve, in some histrionics, are also good.

Twenty-two ponies interpret Ben Bernard's hoof routines satisfactorily Production numbers dominate, with fresh costumes and scenery. Sketches are turnabouts, with a bunch of new ones that tend to get away from the wornouts.

wornouts.
Show (147 minutes) had good house at show caught.
Norm.

### GRAND, CANTON

GRAND, CANTON

Canton, March 1.

With business only slightly better than mediocre, stock burlesque at the Grand here continues uninterrupted with the presentation currently of 'Darlings of Paris,' which type of entertainment.

With the exception of several chorines, there's an entire new cast. Largely responsible for its popularity. Is Max, one than a favorite here. Coleman gets his share of laughs and scores heavily in several bits, with the assistance of Lew Fine, an able comic.

Stripping comes in for its share of plaudits, Georgia Clyne is easily best, having a pleasing personality and winning the audience right from the start. Other and Coper.

Ray Kolb wins heavy applause with his characterizations upon his debut with the new company. Milton Bronson is a capable straight dancer and singer and Merle Sevicr is a good foil. Bronson's Russian dance is superior in the start of the straight dancer and singer and merle Sevicr is a good foil. Bronson's Russian dance is superior in the start of the straight dancer and important in the straight dancer and singer and merle Sevicr is a good foil. Bronson's Russian dance is superior to the start of the straight dancer and singer and merle Sevicr is a good foil. Bronson's Russian dance is superior to the straight dancer and singer and merle Sevicr is agood foil straight dancer and signer, costumes and lighting are good.

L'ville Bans Peelers

### L'ville Bans Peelers Louisville, March 8

Police ban on the strip tease and the sale of 'suggestive' literature re-sulted in the closing Sunday (6) of the burlesque National theatre despite efforts of the management to carry on.

### Fogelman, Philly, Asks Union for Band Pay Cut

Drilon for Band Pay Cut
Philadelphia, March 8.
Benjamin Fogelman, who operates
Benny the Bum's, renewed his request to musicians' union this week
to be shifted from Class A to B
scale. He was pushed into higher
bracket last season after lengthy
battle, and still maintains, he cannot afford heavier fee. General
membership of the union will act
on Fogelman's request next week.
Tooters have several times refused
to reduce his scale.
Union, meantime, renewed to

Union, meantime, renewed its drive to obtain a closed shop in every nitery here. About half-dozen spots are being picketed.

# **DEAL SEEN NEAR** FOR N.Y. H'WOOD

Deal to take over the Hollywood Restaurant, N. Y., expected to be closed this week. Joseph Becker. closed this week. Joseph Becker, former Detroit nitery operator, will sign five-year lease with the Central Hanover Bank, trustee, representing the Juilliard estate, the landlord. Terms are understood to call for a \$50,000 rental the first two years, scaled up to \$55,000 the third and \$60,000 the next two. Becker formerly operated the Savarin, Buffalo, and the Oriole Terrace, Detroit. No settlement has been reached with the creditors of the bankrupt. A. & U. Corp., which operated the Hollywood, but examination of Joe. and Nat Moss of the A. & U. is beand Nat Moss of the A. & U. is being continued by Edwin M. Slote attorney for the creditors' committee. Next examination is scheduled for March 21.

### Hirst Circuit

Week of March 13 Oriental. Girls' — Lyric, Allentown Mon.-Tues.: Orpheum, Reading, Wed. Red. Hot and Beautiful — Howard,

oston.
'Bandhox Revue'—Hudson, Union City.
'Scan-Ties'—Troc. Philadelphia.
'Mirth and Melody'—Gayety, Washgton. 'Smart Set'-Gayety, Baltimore.

### Tax Expert Lists

(Continued from page 1)

a baseball team with uniforms h a baseball team with uniforms bearing the name of the performer forthe sole purpose of creating publicity are deductable. Other items
frequently overlooked is the rental
of a rehearsal hall or studio, the fee
of a vocal coach and the cost of an
accompanist, the insurance premiums on stage wardrobe, fire, theft
and other forms of insurance on an
automobile or trailer used for
business.

People of the show biz are often called on to defend themselves by legal action for unjust charges and commissions, or for claims of plagiarism. These items are consid-ered a legitimate expense and in most cases may be claimed as an ex-emption from tax.

most cases may be claimed as an exemption from tax.

Many radio artists maintain a studio separate from their homes where they work in preparation of their programs. When the expenses are paid by these artists the entire cost may be taken a deduction. Club dues and labor union dues are also deductable. Trade paper and newspaper advertising and the salary of a publicity representative, the cost of photographs, lobby displays, business telegrams and telephone charges, tips to theatre and studio employees who give profesional assistance, may also be charged as items of expense, not forgetting the many dollars that are spent through the year for grease paint and fright wigs.

Uncle Sam's man was careful to say, as an afterthought, but don't try to take those deductions unless you can produce some very definite evidence that the money has been spent, as Whiskers, would be very much upset if an agent's commission

much upset if an agent's commission had been deducted when the poor agent was still waiting for his

money.

And if Sally Rand doesn't know it, she can charge off those expensive balloons, he added!

Meantime, with the March: 15 U. S. income tax deadline next Tuesday (15), Uncl. Sam's internal revenue agents are still stationed at Vanitary's home office, 154 West 46th street, N. Y., to render gratis assistence it all professionals. street, N. Y., to render gratis assistance to all professionals.

# Miami Night Clubs Take Big Wallop: Season Never Really Got Started

### 14 PITT, CAFES RAIDED. 100 HELD IN PA. DRIVE

Pittsburgh, March 8.
In sweeping series of raids staged here early Sunday (6) morning by state liquor board agents, 14. Pittsburgh niteries were raided and more than 100 persons arrested. Agents were brought here secretly on Saturday (5) from Philadelphia, Harrisburg and Altoona, so they would not be recognized by proprietors. Raids were part of general state-wide drive.

be recognized by proprietors. Raids were part of general state-wide drive.

Most important spots caught were Harlem Casino and Hickey Park Tavern Nut Club, where charges in both cases were selling liquor on Sunday. Bars are supposed to close in Pennsylvania Saturday midnight. At other cafes, charges ranged from gambling premises to selling drinks to minors.

\$35,000 Cafe Fire

Vandalia, O., March 8.

Fire of undetermined origin destroyed the Ponce de Leon ight club near here, with a loss estimated at \$35,000.

### ■ 15 YEARS AGO ■

(From VARIETY and Clipper)

Theodore Roberts making personal appearances on the Orpheum circuit.
Told a Chicago audience it was his
first time in that city in nine years.
Doing a sketch instead of just talk-

Paul Ash took a half-page ad to announce a year's contract for the Granada, Frisco. At his tops

Eddie Cantor, in Chicago in a mu-Educe cantor, in Chicago in a musical comedy, played two shows at a picture theatre Sunday afternoon. His show had no matinee. Last time he was paid \$400. This trip it was \$750.

VARIETY, which had been running the picture section in the back of the paper, moved it further front. Getting more important.

Ministers in Hollywood asked the district attorney to investigate the picture colony. He could see no reason for a probe.

N. Y. exhibs kicking at the high rentals asked by Paramount for its 'red' list. Pay offered to take over the houses and play on percentage.

Will Hays announced he would retire to private practise when he quit the producers. No politics or pro-duction in mind. Hasn't quit yet.

W. S. Hart announced his inten-tion of making personal productions as soon as his wife's divorce suit was settled. Not very successful.

Chaplin's 'The Pilgrim' did \$49,500 in its first week at the N. Y. Strand.

Izzy Herk incorporated Syndicate Attractions Circuit at Albany with a \$100,000 bankroll. To handle colored shows and houses. Said he had 40 weeks. Not so hot.

U. S. Shipping Board ticketed Harry Rose to m.c. shows on one of its liners. Four shows per voyage at \$250 each, and a first class calin for his wife and baby. Could take outside dates while ship was in port. Also dealing with Paul Whiteman for bands.—Summer months only.

William Morris went out to the Coast to bid bon voyage to Harry Lauder, sailing for Australia. Picked up some biz on the side.

Music pubs did not send the usual staff of pluggers to the six-day bike races in Mad Sq. Gjacen. Cost about \$500 per and not separated as worth-while. First time in 16 year, they had not infested the grind.

Shuberts canceled their five year contract with Georgie Price. Claimed he had breached the agreement by walking out of a show on account of billing trouble.

Easter week set for the N. V. A. benefit. All theatres participated.

Miami, Marci, 8.
A season that never really got der way is about washed up here. Closing of Hialeah racetrack and the subsequent exodus of visitors has thrown the city for a loss.
Hollywood Yacht club is the first nitery to fold and others are on the way. Letdown was iteable this past week with amusement enterprises dwindling perceptibly. Three-weeks was all the season amounted to and that came late. Already rents are on the downbeat: Usual spring influx of two-week vacationists will keep the city populated, but this type of visitor works on a budget basis which doesn't help the boys who have a weekly nut to crack.

crack.

Rumor has it Beach spots will get the word to go now that Hialeah has closed but this late in the season it won't do much good. A 30-day ra meet at Tropical Park will keep meet at Tropical Park will keep a few stragglers here but the cash necessary to keep biz on the hum isn't represented by these hangers-on. Top stables usually ship out after-Hialeah and with their, departure goes the moneyed folks. This season has undoubtedly been the worst Miami has experienced in the past few years. Besides nitery.

the past few years. Besides nitery ops squawking, local biz folk have also been complaining. Business men claim too much racing here cuts men claim too much racing here cuts in and keeps people from shopping. Argument is that people at a racs track all day have no time to patronize local establishments. This sounds like a logical argument but still doesn't explain why niteries should suffer.

Too pruch competies in the intervention and the still desired.

should suffer,

Too much competish in the nitery field is also largely responsible for a non-profit windup. Clubs and hars on Miami Beach are all over each other this year whereas in part seasons fewer spots operated.

### **NVA Summons Corelli** For Quiz in Libel Suit Vs. AFA: Rand Letter

Alan Corelli, exec secretary of the Theatre Authority, was served with a summinos this week by the National Variety Artists, which sought a letter alle,edly written by Sally Rand to support its planned libel suit against American Federation of Actors. Marks first step in suit to follow examination and which will call Corelli, Miss Rand and Harold Koenigsberg, of AFA.

Corelli is claimed to have received

Koenigsberg, of AFA.

Corelli is claimed to have received Miss Rand's letter, which is said to have contained a quoted paragraph from Koenigsberg refusing Miss. Rand permission to attend a benefit; given by the NVA March 3, and allegedly labeled the NVA, a dual organization, company, union, etc.

Corelli tried to conciliate the matter, but prez. Ralph Whithead; of AFA, refused to meet Louis Handin, NVA prez, it is stated. Also, Handin's letter to Whithead demanding retraction and apology is reported to have been ignored.

have been ignored.

Miss Rand did not appear at the

benefit after her request to perform had been okayed by the TA. She is quoted as saying 'she forgot.'

### N. Y. BURLEY GIVEN TWO-MONTH PERMIT

People's Burlesque theatre, N. Y. was granted permission to operate for another two months by License Commissioner Paul Moss last week. Two-month permit makes expiration Iwo-month permit makes expiration dates for all N. Y. stands uniform as the 90-day okays handed the Star, Elltinge and the Republic run out May 1. Moss also stated that in the future no house will be granted an operating okay for longer than three reactions.

months.

Irving Place, which was also skedded to apply for renewal, did not. Indications are that the house, which one of the oldest flesh stands in New York, will remain shuttered indefinitely, if not entirely.

### SHEA'S BUFFALO VAUDE

Shea. Amuse. Co. denies that Shea's Buffalu will undergo chang from straight pictures to vaudeville. Thill Shitalpy's forme band- and Tommy Dorsey's orch are skedded to come in.

### MUSIC HALL, N. Y.

Edwina Eustis, Bonnie Bradle Glee Club, Rockettes, M. H. Symphony, Bringing Up Baby' (RKO)

phony, 'Bringing Up Baby' (RKO).

This week's stage show is an unpretentious four-part melange of singing, dancing, music and dumb acts set against a 'Winter Cruise' background. Producer Leon Leonioff staged in Grecian, Moroccan and Italian settings and a fourth aboard Settings are more impressive than the entertainment. The Coliseum in the Moonlight rnd the finale, the aft deck of a pleasure liner, with the orchestra on deck, are spectacular. Lighting- and-adept mechanical maneuvering also aid.

The Kimris aerial act, in finale, so out of place in the ship seen, where a gala last night is depicted. The control of the control of

routine.
A special number, 'Greece,' by Maurice Baron and Albert Stillman, opens. Edwina Eustis, contralto, is supported in the number by the house's ballet corp. Quiet and dig-

house's ballet corp. Quiet and dignified.

A street in Morocco acts as background for cooch dancer, ubbilled,
and the Danwills, acrobats, who fit
nicely. On the cruise, Robert
Weede and the house glee club engage choral singing against the
striking set of the Coliseum. They
work as peasants, doing folk songs.

Currently, the symphony or hestra
Currently
Cu

### CIRCLE. INDPLS.

Indianapolis, March 6.
Buddy Rogers orch, Joe & Jane
McKenna, Frank Payne, Jack Doug-las, Diane Denise, Patsy Marr, Bob
Hannon, Love On a Budget (20th).

las, Diane Denise, Patsy Marr, Bob Hannon; Love On a Budget (20th).

Buddy Rogers' old routine is all right if you've never seen it, but this if the highest properties to be a seen in the seen in th

ous finish with their anagio burlesque. Frank Payne scores strongly with
his impersonations of notables in
show biz. Patsy Marr does an average acrobatic dance specialty.

Bob Hannon comes off the stand to
Marey Called a Section of the
Derise warbles Thanks for the Memoory and Make Believe. Jack Douglas follows with some hoary comedy
alk and goes back to the stand after
singing Mama Don't Allow.

Theatre only half filled at opening
performance.

Kiley.

### STANLEY, PITT

Pittsburgh, March 6.
Barney Rapp's orch with Ruby
Wright & Eddie Holland, Allen &
Kent, Billy Gilbert; Every Day's a
Holiday (Par).

With Mae West in the b.o. dog-house, so far as the screen is con-cerned; comparatively nameless stage show and 'Snow White' at the Penn less than a block away, looks, like the Stanley ushers will get some rest, this week after the heetto events of the past fortnight. WB deluver's flue-week 10th Anniversary celebra-tion ended last Thursday (3) and this is strictly articlimay. Notice, of easy that the secret of the past of the past fortnight. WB deluxer's five-week flot the hectic events of the past fortnight. WB deluxer's five-week flot hanniversary celebration ended last Thursday (3) and this is strictly anti-climax.

Layout's listlessness due chiefly to Barney Rapp's misguided eagerness. Had maestro, at opener, put on the brakes, and realized where and brakes and realized where and brakes and realized where and him up afterwards and time mediate improvement noted.

Indication of Rapp's failings came when, with a crack novelty on his hands in imitations of how various name bands would play 'Bei Mir, he immediately overdid it. Instead of stopping with three or four, he went on through several more. At the end mob was completely failings.

Essentially however, Rapp has a good outflit for stage purposes. He's versatile, has endless ideas and he he earns the secret of bondensation preserved the secret of concerning the policy of the past of the past fortnight. We will Osborne Band & Janice Todd the past of the past to the past to the past fortnight.

STRAND, B'KLYN

Will Osborne Band & Janice Todd the girls, are pleasing chasers.

Will Osborne Band & Janice Todd the girls, are pleasing chasers, which has been climbide stage bands and the regular pit ender to brakes and realized where and the past three to the past to the past

### CHICAGO, CHI

Chicago, March 6. Bob DuPont, Fritz & Jean Hubert, Gower & Jeanne. Bob Goday, Ruth Petty, Shep Fields orch, 'Tovarich' (WB).

Shep Fields orchestra is a hold-over from last week, continuing fortnight contract. Rest of the show, however, is new.

Fields was in a tough spot when asked to arrange new show for this week, evidently having made asked to arrange new show for this week, evidently having made arrangements for a straight hold-over. He did a good job, however. Essentially a dance band, Fields plays fine dansapation tunes, but does especially well with novelty methods are specially well with novelty methods are specially well with novelty methods and the special special

cut style.

Business fair last Friday (4).

Gold.

### HIPP, BALTO

Baltimore, March 6. Carl Schictl's Wonderettes, Ray & rent, Al Allen & Peggy Hoover, ariety Gambols; Snow White Trent A Variety (RKO).

Running 39 minutes to accommodate multiple showings of Snow White (RKO), now in its fourth week, current setup is good throughout. Carl Schictl's Wonderettes, skill-cully handled marionette show, prediction of the state of the

its momens.
laughs.
Variety Gambols, dance and acro
flash, made up of four boys and
three girls, are pleasing chasers.

Burm.

On paper and on the stage, this is a socko talent lineup. It holds entertainment and a good measure of boo, unquestionably being a booking foresight to offset the fact that 'Hurricane' had already played two other Broadway spots.

State, last of the full week New state of the growing shortage of pure-bred variety acts. This week's layout is strictly vaudeville, a punchy combo which would have done credit to the oldtime Orpheum unit route. It runs the gamma of the laber of the length of the picture and the Milt Britton zanyism, that fifth turn isn't missed.

Two of the acts, though standard for years, have switched their routines, but don't appear to be going a string day laber of them its almost a complete change of personality. From a sweet-girl type of singer, which best fitted her, she has gone over to a more sophisticated veneer. Her hair is more blonde now, she's sporting a sun-tan and there's a strong dash of hotcha in her delivery. It all doesn't match up with the rounder of the state of the string of the point of the state of the string of the point of the string of the st

and make a...
vaude.
Biz plenty okay opening (3) night,
despite the low temp.
Scho

### EARLE, WASH.

Don. Bestor Orch., Neil Buckley, Ducky Yontz, Rita Rio Orch, Dick Ware, Olga Phillips & John Kohl, Marcy Bros. & Beatriee, Joe Lom-bardo house orch. 'Love, Honor and Behave' (WB).

thythm with imitation of Cab Callostrong her own version of mike rassaling thrown in. Then it's Bestor's
turn with Neil Buckley doing 'The
One Rose,' winding up with 'Did
Your' Mother Come from Ireland'
and encore of 'Night and Day.' Bestor follows with 'Like a Fish Out of
Water,' and Miss Rio is back with
'Once in a While' and 'Running Wild.
Ware on for his okay comedy tapping, but eclipsed by band. Bestor
next gives 'em Ducky Yont, topy
Hid Marina Bond encore of mult
triumpeting. Miss Rio back again
for 'La Cucaracha,' in which she
does sldw tap, slow vocal and then
flash finish. Marcey Bros, and Beatrice break momentum again to give
more than they get in off-color slapstick, although hoofing with gal gets
em-off-to-nice hand.
Bestor gets last crack, doing vibraphon Smedle last crack, doing vibraphon Smedle last crack, doing vibraphon specific of Let's lake en with
'Josephine' Pit band returns and
all three orchestras join to rock rafters with 'Dipsy Doodle.' Bestor,
Miss Rio, and house meestro Joe
Lombardo each batoning a different
way. Biz good.

### Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

Latest newsreel show here is almost as still at the stock market. It is a still the more entertaining, though, because of good editing, though, because of good editing. Visit of Alexander Kerensky, 'father of Russian revolution,' to New York and his blasts against present Russ regime spotlight new bill. Runner, though the property of the p

with closeup street scenes, is also seen.

Tip-off on public opinion is audi-ence reaction to Herbert Hoover in Belgium. Heavy hand. James Roosevelt, starting training trip to be a naval officer, causes not even a ripple. Death of Gabriele D'Anbe a naval officer, causes not even a ripple. Death of Gabrièle D'An-nunzio noted by Movietone interest-ingly.

Lew Lehr collects a few guffaws with his word twisting session on knitting but photography is below standard.

knitting but photography, is reconstandard,
Publicity subjects shy this stanza.
On the dull side are the parade of new army outfits, opening of trout season, the New Orleans Mardi Gras, carnivals in Nice and Italy, work on lens for giant California telescope (that's been around before), Queen Elizabeth at a fashion show, civic leaders launching a drive, in New York, bank alarm gadget, an elephant as life guard and Prince Michael punching the time clock.

Wear.

## OHIO, COLUMBUS

Columbus March & Eddie White Judy Garland, Para dise for Three (MG).

Ohio has only one act on stage this week, July Garland. Looks like it's all thouse needs to crack records. It's pure and simple personal appearance turn without any frills. Youngster does four songs, with pano accommaniment only, in front pano accommaniment only in front panol and the stage of the stage

### EARLE, PHILLY

Philadelphia, March 6, Lou Schrader house orch, Myra Johnson, Joe Martin, Cookie Bous-ers, Ghezzik, Burns, Moriarity & Dell, Fats Waller orch; Start Cheer-ung (Col).

Dell, Fasts Walter orch; Start Cheertag (Col).

With Benny Goodman's socko
week behind it and another expected
when Tonny Dorsewoves. Although
acts are individually oke, whole
is just coasting this week. Although
acts are individually oke, whole
thing seems to be marked by dragginess and offers little except for the
Walter devotes.

Acts put on first to tunes of Lou
Schrader's house band in the pit, followed by Walter's orchestra on the
stage of thowers and half. Acts
splaying, which seems to speed things
playing, which seems to speed thires
playing, which seems to speed thires
up, might have pepped entire presentation this week, too. Another better innovation, which is being continued after couple of weeks' experiter innovation, which is being continued after couple of weeks' experimentation, is short pon overture by
house band, with Joe Martin, fiddler,
doing, vocation, which all doing precision challenge tapping and some
simple tossing around of the femme.
Nice lookers and get in some tough
routines in the individual rounds,
but whole thing would be better it
rrimed. Ghezzis, two male hand-tohand balancers, are smooth. Work
slow motion to not on well-sitted
neurific situals, among them
level the service of the service of the service
for the service of the service of the service
dependent of the service of the service
dependent of the service of the service
dependent of the service of the service
service of the service of the service
service of the service of the service
that the servi

### FOX, DETROIT

Gae Foster House Line, Novak & Fay, Santore & Lorune, Leah Ray, Frank Connors orch, "Sally, Irene and Mary (20th).

Rather skimpy lineup currently, but works out okay in the end. Only three acts, besides house line, necessitating considerable production work to stretch out show. Staging and layout, plus spiffy work by Gae Foster gals. overcome difficulties. As headliner, Leah Ray may not be the best b. o. lure, but her efforts are plenty clicko, especially her swingy interpretation of Serenade to a Wealthy Widow. Pipes carry gobs of volume and, except for a lacey black gown, act gets over nitilly and the second of the second of

seeks. Besides warbling a pop tune with the pit band, Frank Connors vocalizes for Santoro and Lorraine's waltz number. Sam Jack Kaufman overtured Rossinis 'Semiramide'. Fair crowd at late show coucht Friday (8) evening.

### Saranac Lake By Happy Benway

Tom Phillips of the Burlesque Artists Association sent crate of fruit to Joe McCarthy to be handed among this showfolk gang. Thanks Tom.

among this showfolk gang. Thanks Tom.

Margaret Elroy got that okay. Will try the big town for a look-see; then the footlights.

Isabelle Rook, recuping after op., is checked in. Another Dr. Woodruff success.

Sylvia Abbott back to the Will Rogers after daking the fourth and last stage of 'tib operation. Girl doing great.

Rose Clark, N. Y., is a newcomer at the Will Rogers. She recently was with the Radiocites as a singer and dancer. Likes it here.

Among those Will Rogerites downtowning these days are Fred Schraeder, Herbert Carlson, Hank Hearn, Eddie Vogt, Roy Nunley. Nice to see the boys in town. The new remodeled Hudson Cottage, managed by Mrs. Henry Hudson, now caters to the Actors Colony. Dr. George Wilson, has been admitted to the Good Samaritan Club. For over 15 years he has given his time to this Actors' Colony. His hame, rates No. 16 in our Hall of Fame.

Y Business plenty good opening day Otis. Wile to those you know in Sara-Otis, nac and elsewhere who are III.

Ireno Burke Elaine Martin Jerry Brandon Music Weavers

Music Weavers Weber's Har Bram (Cunden)
Louis Chalkin Ore Ray Millier T. & J. Sh'D'ulciomes Reach Lindson Ulbis Ganton Hopes Markle Paul & Control Lindson Lin

## Variety Bills

NEXT WEEK (March 14) THIS WEEK (March 7)

Numerals in connection with bills below indicate opening day of show, whether full or split week

## **RKO**

BOSTON Memorial (3) nes Girls Bines Girls
Campo
Resenary Deering
Vis Hyde
Janet Carroll
Al Bernia
CHICAGO
Talace (11)
Chester Plate Girls

Phlace (11)
Chester Ptale Girls
Monroe Bros
Sara Ann McCabe
Gil Lainb
Dawn Tagl
CINCINNATI
Shuhert (11)
Bell's Illian Fol

Ted Lewis Ore CLEVELAND Palace (11) Clyde McCoy Ore

Mae West Monre & Revel Jack Powell Milton Watson Medley & Dupr Juanita & Char

SCHENECTADY Proctor's (10-12) La Conga Fol Loew

Don Bestor Orc. Senwick & Cook Johnny Woods Kay Pleture (4)
Mae West Moore & Revel Jack Powell Milton Watson Medley & Dupre Juanita & Cham

NEW YORK CITY
State (10)
The State (11)
The State (11)
The Lunceford Ore Raiph Brown Babe Matthews Harris & Howell WASHINGTON WASHINGTON
Capitol (11)
Janette Hackett Co
Allen & Hoover
Harry Burns Co
Talbert Haslett
Holland & Hart

## **AROUND TOWN**

THIS WEEK PAUL GERRITS LORRAINE and ROGNAN LOEW'S STATE, NEW YORK ROY KNIGHT

RADIO CITY MUSIC HALL, NEW YORK

NORMAN BROS. Dir.: LEDDY & SMITH

## **Paramount**

DETROIT

Michigan (11)
Mirth & Mack
Ramon Novarro
Jack Lavier
Irene Vermillion Co

GREENVILLE Carolina

Carolina
(16th only)
Ina Ray Hutton Co
RALEIGH
Anthassador
(12th-only)
Ina Ray Hutton Co
SPARTANIBURG
Carolina

Carolina (16th only) Ina Ray Hutton Co

Earle (11)

NEW YORK CITY Paramount (9) Paramount (9 Cab Colloway BUFFALO Buffalo (11) Dartega

Buffulo (11)
Dartega
CHICAGO
Chlengo (11)
July Garland
4 Franks
Bob Williams
Red Dust
Orlental
Major Bowen Co
COLUMBIA
Palmetto

Palmetto
(14th only)
Ina Rhy Hutton Co
DATLAS
Majestic (12)
Blackstone

Warner

BROOKLYN Strand (11-13) Aunt Jemima Fift D'Orsay Roseoc Billy Gilbert Allen & Kent WASHINGTON

FIR D'Orsay
Roscoe Ates Co
FILLABERTHIA
Farle (II)
Tonnny Dorsey Orc
Jay & Lou Seller
(4)
Fats Waller Orc
Ghezzls
Cookle Howers Earle (11)
Variety Gambols
Alien & Kent
Buck & Bubbles
S Virginians
Paul Kirkland Co
Detmar Proper
Rita Rio Ore
Marcy Bros & B
Don Bestor Ore
Philling & Kole
Dick Ware

Ghezzls
Cookie Bowers
Cookie Bowers
Burns Mortrity & D
PITTSHURGH
Stanley (4)
Barney Rapp Ore

Independent

State Lake (11)
Bernevick Co
INDIANAPOLIS Circle (11) H'wood Hotel Rev Marty May Lyric Louis Armstrong Or

KANSAS CITY
Fox-Tawer (11)
Lambertt.
Shayne & Armstr'g
(One to fill)
MEMPHIS
Orpheum (11)
Ken Mignard Co
Ross Wyse Jr Co
6 Canestrelleys
(Two to fill)

## London

Week of March 7 Asteria D. H.
Pensiow Co.
Conterbury M. H.
1st hair (7-5)
Waithon & May
Jack Jane
2d hair (10-12)
Payton's Eds
Dominion
Mantovan Ore

CLAPHAM Granada Mantovani Ore EAST HAM Granada Granada Dillotts Jack Warman Carlton Sis Fields' Bd

GREENWICH Elllotis 4 Heremans Tack Wulman

ISLINGTON Bine Hall 1st half (7-9) Paytons Kids 2d half (10-12) Wathen & May Jack 1 \*\*\*

Wathon & Many Jack Lame
LEWISHAM:
HIppodrome
Staneili
Norman Long
Russell & Murcont
3 Muskoteers

Ernest Shannon

Grinada Gordon Ray Gls Fred Gone Irls Sadler Marie Fuller Toddy Poster WALTHAMSTOW Granadh Ted Joyce & Gls

## **Provincial**

Week of March 7

Week of
ABERDEEN
GIGGENE COURT
OFFICE OF COURT
Neiling & Girlie
Neiling & Girlie
Neiling & Girlie
Fayre 4
Jack Authony
Jav Morelle
Jav Mor

Rathes Clark
Robinson 2
Hilda Waterworth
Batle & Foster
Cable & Carr
GLASGOW
Favillon
Franchetti's Bd
Eve & Pinr
Sam Barton
Lassiter Bros
Louis Almaer

LEYTONSTONE
Rlaito
Ted Joyce & Gla
TOOTING

MSTCII /
Sybil Stanford Gig
Joé Termini & Pint
Fostor, & Clarke
KINGSTON
Empire
Carroll Levis Co.
Kimberly & Page
Delinoffe, & S. S.
Delfaven & Fage
Elizabeth Endres
LiverPool
Shukespeare
Marcus

Shukeppea.
Marcus
Sanger Bros
Jasper Maskelyne
Gaston & Andree
Golid & Cordell
PLYMOUTH
Palace

Palace
2 Lesiles
1.es Allen
Howard Rogers
Edison & Louise
Caivey & Max
4 Wonder Wheele
Greta, Hagen
Stella Marie Sis

## Cabaret Bills

Rarney Gallant's Ann Galè Hanson, How'd & H Angela Veicz 3 Little Sachs

Barrel of Fur

Bertolotti'e Don Sylvia Ore Angelo's Rhu'ba Bd Ivy Cole June Carroll Anne White 3 Little Sachs

Laura Denne Renee Villon

Ed Furman Billy Intraine Margaret Young Joe Howard Rudy Madison Ether Gilbert Spike Harrison Henry La Marr Frances White

Casa Manana Casa Manana Abe Lyman Orc Joe Candullo Orc De Roukwell Sally Rand Manana Winds Sally Wang Oscar, Shaw Tom Patricola Stan Kavanngh Willie, West & M Walter Dare Wall Frazes Sananal & Micht

Chateau Modern

Bert Mann
Billie Blue
Dot Wexler
Connio Maxwell
Bobble Fave
Maddine Jean
Carolyn Potter Club Cavalle

Club Cavaller Tedity Lang Ore Jack Lanrie Ann Inters Ginger O Nelli Frene Manseth Barylet Brent Nellie: Durkan Pearl-William Naticy Kluber B Browne Rev

Club 18 G Andrews Org. Jack White Pat Barrington Frankle Hyers Lella (laynes Jerry Kruger Doc R. E. Lee 1-R. d. Jackson Willie Orogan Julio

Clab Gaucho Los Gauchos Ore Dinitri & Virgil Trini Plaza Namette Vallon Arturo Cortes Latonita

Arturo Cortes
Latonita

Ciub Yumuri
Elisco Grennet, Ore
Aunando Castro Or
Aunando Ca

NEW YORK CITY

Alan & Anise Chocolateers El Chico El Chice
Don Alberto Ore
Normita
Jose & Patricia
Sevillanas
Fausto Alvarez
Asuncion Granados
El Torendor
Augusto Coen Ore
Mercedes
Famous Door

Louis Prima Ore Art Tatum Johnny & Geo

Garbo
Albert Malanga Orc
Baron Gyldenkrone
Yevo & Doro
Sylvia Kirk
Peggy Alexander
Ann King

Ann King
Greenwich: Village
Casino
Ray O'Hara Ore
Alleen Cook
Alleen Cook
Lene
Jen Blizonie
Peter Randall
Carolyn Knight
Valerie Dumont
Joey Cappo
Jen Jordan

Havana-Madrid Marang-Madrid
Nano Rodrigo Ore
Socarras Ore
Parlos & Carlta
Don Casanova
Lia Glianilla
Taplar & Dores
La Milonguita

Hawallon Yacht Club Bob Matsu Orc Dorn Bros & M Mildred Law Bobby Short Marele Knapp Marle Austin Bobble Short

Bobble Short

Hickory thome
Joe Marsale Orc.
Peggy Newton
J Peppers
Rotel Amhassador
Diek Grsparre Orc.
Holland & Hart
Marty Golden

Marty Golden
Hotal Astor
Santa Williama Ore
Na Raginsky Ore
Hotal Refinent
Sonny Kendis Ore
Bengy Vennis Ore
Bengy Vennis
Thurston Creine
Mutel Biltmare
Horsee Heldt Ore
Bob McCoy
Larry Cotton
Art Carney
Jerry Bowne
Jerry Bowne

4 Kinga

Kings
Hotel Bossert
(Brooklyn) Will McCune Ore Hotel Commodure Red Norvo Ore Mildred Balley

Hotel Edison Blue Barron Orc Hotel Essex tion Hotel Gov. Clinton Eddie Lane, Ore Hotel Lincoln Isham Jones Ore Kathleen L Trent Patter. Ital Poun Tr 3 Kömles Jean Scatt Liblian Fitzgerald Cookle Williams

Hutel New Yorker Jimmy Darsey Orc Bob Bherle June Helpmand Le Rulian Blen June Blehmund.
Hotel Funk Central
Lorry Haine On Case Franklin
Lina Wate
Enters & Horgi
Freddy Werner
Halabanow 8
Hatel, Tennsylvanja
Benny Goodman Or
Ray Wate
Jeno Hartal Ore
Multer Pleasally
Jeno Hartal Ore
Land Ore

Le Robins Bled Hone Emireixon Horbert Sarony Elso Houston Horbert Sarony Elso Houston Homes Dealers Nate Club Shark's Banning for Old Hommanda Michael Weiner Ore Yarry, Aryonica Banning Morris Sadie Bunks State Bunks State Bunks State Bunks State Bunks State Bunks Sadie Bunks Sadie Bunks Sadie Bunks Sadie Bunks

Mintel Ulnua Paneho Ore Veluz & Yokinda Hotel Rionevett Guy Lombartio Ore Lukewola Ore Luttel Nivon, Plavie Gerry Morton Ore Hene Damour Dixie Ingram Dwight, Flake Don Alfonso Ore, Ann. Lubina.

Dir. Cubi

Dir. Cubi

John Cubi

John Kleburg

Jay Freett

John Long

Long Sullivan

John Miller

John Long

Long Sullivan

John John

Jelico Elegunte

W. Tulerno Ore

Bill Parrell.

Ernest Franz

Rex Gavitte

Rex Gavitte

Planation Cubi

Don Alfonso Orc. Hotel Shelton Ed Mayenoff Orc

Jerry Rose 2 Melodeers Motel Walders-Actoria

Leo Reisman Oro Xavier Cugat Oro Shelia Barrett Gower & Jeanne Hotel White

International Casin

Kit Kat Club

Att Eat Club
Mainrice Rocco Orc
Dick Wade
Joyce Beasley
Alice Harris
Pearl Baines
Charloters
Teddy: Hale
John Cooper
Consucto Harris
Dorothy Rhodes

Larue

Eddje Davis Ore

Joseph Smith Or

Julie Gillespie

Graziella Parraga

La Conga Olsen Orc

La Marquise

La Marquise
Karol Kane
Trini Piaza
Muriel Welch
Frank La Salla
Silvertone 3
Maria Forbes
Frank McFarlane
Dolores Roger
Cela-Lee
Ann Stuant

Peter Chamber Lew Cobey

Ed. Mayenoff Oro.

Motel St. George
Girneltyni
Harold Stern Oro.

Hotel St. Morita
Ruiph Gonzales Oro.
Basil Fonsen Oro.
Claire Vermonte
Fawn & Jorion
Hotel St. Regis Rex Gavilte

Plantathin Club
Ovie Alston Orc
Lee Simmons
Morton & Margo
Lawrence Hill
Anderson Sis Hotel St. Regie
Emil Coleman Ore
C Codolban Ore
Canda Maria
Mario & Floria
Heles: Fafs
Geo, Hall Ore
Dolly Dawn
Totel Victoria

Anderson Sis

Queen Mary

Hal Hone Ore

Ray Jones

Ann White

Katherine Mayfield

Wilson Lang

Radle Franks Club Prank Bessinger Jerry White Gracle Morgan Gus Wicke Fred Bishop Mammy Jennie Joe Gallagher

Mammy Jennie Joe Gallascher Bert Block Grin Bert Block Grin Bert Block Grin Butter Britannia Grin Britannia Gri International Casino
Tasaha Bunchuk Or Gene Fondick Ore Casino Fondick Ore Casino Fondick Ore Gaudsmith: Bros Bobby May C de la Grange Artini Maurice & Crance Jacqueline. Mignae Jimmy Kelly'e Joe Canello Ore Allan Small Ore Kelly Rev

Russian Kretchma
Nicholas Matthey Or
Michel Michon
Mischa
Daria Micrae
Nadia Sokoloskaya
Mischa
Sulon Karavaet
Sulon Royal
Barry Winton Ore
Joan Edwards
Jouningez Ore
Joan Edwards
Millidia Salon
Martha Stephenson
Siote Club

Stork Club

Sjork Club
Enbby Parik Ore
Nilo Menendez Ore
Veraallies
Larry Siry Ore
Gus Martel Ore
Gracle Barris
Village Barn
Johnny Johnson O
Pergy Man
Tom Emerson CoGarder & Kane
Cvrll Mansheld
Kollegiato Kids
Villuse Brewert
Villuse Brewert

Village Brewery

Lou Carroll Ore Susan Jayne Whirling Top Fran Craven Musical Tops (3) Honey Johnson Wiyel

Cela-Lee
Ann Stuat
Laured-Ja-the-Pinea
(Lakevoud, N. J.)
Jerry Livingition Or
Le Con Rouge
Don Marton Ore
Charlie Beal
Le Mirage
Rafry Horton Ore,
Consuelo Plowerton,
Maryon Dale
Beaner Sherridan
Maryon Dale
Lou Martin Ore
Claneane Easter Or
Eddie Davis
Bellith Roark
(Goordia Sothe
Lane, Tree & E Rob Asen Or Mitzl Porry Bub Lee Alda Patricla Riley Fjola Maria

## LOS ANGELES

Ball Larry Carr Bruz Fletcher Beveris Wilabire Nick Cochean 3 Debutantes Muzzy, Marcelleno Ted Floitito Ore

Hillman Bowi
Limmy Grief Ore
July Gibson
Ochman 2
Wing Hoo Tr
Bruco Hohen
Willand & Hurley
B Haythm shase r Cufe De Parce

Dorothy Black Hudson & Hudson Smoky Joe Max Cochrano: Cafe International Cafe laternational
All Colored Show
Molica Orc
Cafe La Mare
Diana Gordo
Bilane Dabi
Dan Roland Orc
Coronnat

Principe Door Eddle Beal Car Cor Stuff Shith Jonah Jones

Hawallan Paradise

Hilla Puniola Eddle Rush Orc Pat O'Shea Satini Pau Klaloka Dick Melntyre Sunt Silan

It Cufe Desne Maore Halante & Leonards Anima Boys Little Club Jane Jones Paul Kendall Lee Keener Tiny Meredith Omer's Dame

Connic Less
Doily Nison
Club 18
Dist Thiomas
Jos Lantken
Ruth Tampleton
Authery Joyce
Nanette
Jerry Delmar Ore
Club Parakeet
Al Wilson
Al Wilson
Al Wilson
Al Wilson
Bottle Hollinger
Kew DiSun
Jottle Hollinger
Jorda Ges
Jorda Club
Jorda Club
Swingora, Ind Alona Hano George Reiman Or Chas Barle dly & Tours grothy Rober Pacific Sunset Ninon Bergon Norski Vicki Allen Swingera Bd: Lucille Rene Mana Roed Kay King Anila Thandler Mona: White Evelyn Jakin Norski Vicki Allen
Peggé Page
Dorothy Ray,
The Ureggorys
Oco Ball Hey,
Buddy Lattge
Al Heath Ore
Norina Kennedy
Palemar

The threeports

One Hall best
Builty Leither
Built Heiner
Built Hall
Built Heiner
Built Heiner
Built Hall
Built Heiner
Built Hall
Built Heiner
Built Heine

Parte Inn Frank Sortino Ore (ioiiinie Columbo Ken Henryson Elaine Kirkulee Lenh Kessler Lind, Kresler
Hurnott & Allen
Henry Maner
Thora Matthusian
Margnerita del Rio
Luan, de Martinia
Seven Sens
Lilly Gibson
Haccotolic Tane
Kav Silver

Topay's

Ann Douglas
Maxine Winga
Jano Lor
Constance Blackm'
In us. Hillings
Afree Huner
Larralne Gerard
Lemia Hiles
Agene Joinson
Troubers

### CHICAGO

Somerset House 4 Park Ave Boys

Hatel Congress (Casho) Kny Kyser Orch Loyanne & Renard To Andrews Ches Pares

Benny Mercif Drake Hotel (Gold Count Roo Hal Kemp Oro Sunny O'Den Clier Parces
Lon Hull's
Fuller Mellin's
Flyllis Colt
C & L Preisser
Burrison & Fisher
Don Huston
Don Grando Ore
Henry Busse Ope Grand Terrace Louis Armstrong Or May Diggs Penny & Joe Sunny Woods Hobby Chaton Julit Huster

Henry Busso Or Colosimos Henri Cendrim Grisha & Brona Bill Anson Vera Dunn Lytte 2 Madle & Ray Elite 3 Edgewater Beach Hotel (Marine Room)

Martie, Room)
Ortie Tucker Ore
Morton Welles
Barle MacRisigh
Balley Sis
Bonnie: Baket
Hoisi Palmer Hone
(Emilte Honn
Muurice & Cordoba
Gail-Gail
Dorothy King
Stunicy Illekman
Bernie Cummins Or
Abbat Durets Club Alabam Club Alabar
Harriet Narris
Ellio Barton
Incz Gamble
(arl Villan)
Bernie Adler
Monie Morrison

Monie Morrison

985 Club

Paul Rosini
Gladys Crane
Susan Cantu
Gloriu: Faye
J Honnert
Nina Rinaldo Ore Hotel Shermas (College Ins) Wille & E. Howar Bob. Bromley Stadler & Rose Louis Panleo Ord

Louis Panico Orc
Hatel Stevens
(Continuated Room
Sterling Young Or
Rose Bowl
Barl Rickard
Mickey Dunn
Paulette LaPlerre
Majeoile Gardner
Persy Lee
Toui Ferris
John Hurst Gay 80'a

Lew King
Ingrid.
Jolores Green
Skinpy Reale.
Bobble Conner
Lew, King
Jules Novitt Oro
Colleen

John Hurst,
Royale Frolica
Mark, Flsher Ore
Slid, Tomnek
Reis, Bros
Dolly, Kay
Joyce, Bros & Dean
Antia, Jacob
Jack, Hilliard
Richards, Adriene 3
3 Trojans
Three Deno Harry's N. T. Cahares
Chas Engles Ore
Jack Irving
Art Buckley
Al Wagner
Derothy Johnston
Laurene: Nevell
Joe & Lonett
Harry-Jahden
Bully Meyers
Mystle Vibra

3 Trojans
Thire, Deuces
Roy, Eldridge Ore
Cleo, Brown
Gladys, Palmer
Fred Reed
Monette Moore
Yackt Club III. Hat. Willie Shore Nan Blackstone Armida Bracht & Manners Sid Lang Orc

Yacht Club
Billy Gray
Berry Berren
Hazel Harmon
June Glory
Betty Coeds
Al Goliden Ore
606 Club
Billy Carr
Marien Miller
Tripoll 3
Mary Grant
Boots Burns
Marne Hotel Blamarch Art Kassel Oro Marion Holmes Billy Lee 2 Elleens Frank Payne Young & Sloan

Hotel Breve

## PHILADELPHIA 1523 Locust Major, Sharp & Ruth Martin Kay Levery Irene Kay Daisy Leighton Bert St Clab Swing Kings Ore

Anchorage Catherine Snith Arm & Delmar Sally LaMarr Johnny Graff Ore

Arcadis Int'l
Terry & Walker
Omar
Bunny Berlgan Ore
Gall Reese
Manya & Zanette
Albicene
Don Renaldo Ore

Bellevue-Stratford (Planet Room) Meyer Davis Oro (Burgundy Room) Frank Juele Orc

Cedarwood Inn (Mulaga, N. J.)

Hotel Adelphia (Cafe Marguery) (Cafe Marguery)
Bob Roitner
Joe Francito Ore
Beverly Kirk:
Floridians Ore
Bartell-Burst 4
Carroll Sis
Tanner & Thomas
Jack Gwynne Ben Franklin Hotel (Georgian Room) Leo Zollo Ore

Leo Zollo Ore

Benny the Bum's
Deloyd McKay
Benny's Swingsters
Lackie (Freen
Vera Niva
Marty Drak
Judy Lang
Lenora, Sola
Muriel Thomas
Wally Wanger Girls
Hoge & Maye Hotel Philadelphian (M)rror Room)

Clarence Mich Orc June Laval Connic Lee Dally Nixon Little Rathakeller Jack Griffin Ore Johnny & Geinige Nancy Lee Dions Marty Bohn Ruby Bennett

Hollywood Cafe

Harry Roso
Porry Marlowe
Billy Hays Ore
Glvens & Carroll
Olga Mirova
Ambassadors Line

Palumio's

Bobby Storro Ore
Eddie Thomas
Lee Barlel
Jordon & Grace
Flemings
Allen Gilbert Ciris
Rendezvois

Rets Marchil

Rendezvous

Bete Marconi
Charles, & C. Joy.
Madlyn Russell
Edwards Sis
Smith, Muson & S.
Log. Barchay
James Negra Ore
Strimp's Cafe

4 Blossems
Vic Earlson
Neville & Ite
Pat Crunford
Javic & Johnny
Irging Brastow

lrefing Brasley.

Bliver Lake Hr.

(Clementon)

Bill Honey Oro

Yong Senna.

Serienda & C.

Clester Dolphin.

Mary & Tony.

1314 Club. De Ridd 2 Kay Hamilton

Frances, Paye Hollywood stills Pourt Alexander Isolielle Itay Espirior Stepling Object, Sherry Alyrin, Deane Ligital Wilcort, Oblek Fluis Ore.

Outhin's Kajlonkeller Sajly Minthrop Sojithisterians Hermand & High Victor Neisha, Ore Taubic Ponii (Free's of Jurial Jerni 20 Noii Hosse 22 19843; Minthin Jerni 20 Noii Hosse 22 19843; Minthin Jerni 20 Noii Hosse 22 19844; Minthin Hosse 22 198

Markie Paul I Chyls-Jack Mass Segulo Zintla Int'i Instrumental 3 Inga Klee Sid Culden Ehleradian

Bhleradian
Changt Clob
Doc. Hyde; Or
Builty Evens,
Stylint & Stumpy
Jornile Dainer
Toutle & Al
Frant
Le Roy MyCoy
Binnes Samplers
Yorkfowne Tayers
Prant Access

(Blue Room)
Murray Sack Ore
Honey Murray
Rose Rolland
Tom, Hardy
Lee & Rita
Levunga's
Chicks Webb. Ore
Ella Fitzgerald
Normanale Bulle'ne
Lawrence Welk Ore
Jerry Burke
Walter Bloom
Kirby Brooks

Seville Don Rico Orc Southland

Frank Harrigan Frank Stuab Or

### ROSTON Hotel Mourland

Hotel Mouriana
Bob Harrly Orc.
Haiel Statler
(Terruce Room)
Nye Maybèw Orc.
Linda Keene
Buddy Welcome Brown Derby Jimmle McHale Or Scott & Dauglas Rose Engner Mary Lon & S Jynne Borne Walter Donahue Sylvia Thompso Buddy Wercome (Cafe Rouge) S. Cavicchio Orc Hotel Westminst (Blue Roum)

Sylvia Thomps

Chii May fult

Lewis Boolek Or
Coley Worth
Mary Burton

Fredrico & Hankin

Andrew Sil

Cocumant Grove

Billy Losses Ore

Lynn Shennan

Belty & J. Kean

Fallows Boon

Finness Boon

Fin

Melia Brian
Estix & J. Koan,
Famous Duor,
Fribert Marsh Ore
Allee St. John
Anter St. John
Norma Mitchell
Walter Chie
Johniny Cawthorne
Hotel Bradford
(Penhouse)
Lee Elliott Ore
Paul Machine
John Marsh Carlo
Hotel St. John
Marsh Jelig & He
Phill Barron
Adorables 10
Hotel Couley, Plaza

Hotel Conley Plaza (Shemion Room) Irwin Gilbert Oro-Hotel Copley Plaza (Merry-Go-Roind) Ilmmy Avalone Or Ilnimy Avaione On Hotel Copley Square Vin Vincent Ore Dan Sweeney Helena Carlson Southland
Blanche Call way Or
Lovey Janemon
Lovey Janemon
Waller & Walker
Tyler 2
Dudley Bros 4
CD Washington
Rhythm Willle
Steuben's
Jack Fisher Ore
Swingsters 5

## Towne Club Vaughn Monroe Or Tremont Plaza Gene Nickerson Or

MIAMI Alma & Rolland Foran Sis & Tom Club Hagdad
Hughle Greev Ord
Sherr Bros
Roberta Sherwood
Harvey Bell
Frickee Sis
Hilda Palnot Club Continentale

Club Esquire
Larry London Ore
Paul Mail
Eddle Pryton
Joe & Eddle
Whitney & Lee

Club Ha-Ha
Don Charles Ore
Tex Hendrix
Frooks 2
Jackio Maye
Arthur Budd
Johnny Mangum
Bert Linden
Billy Kennedy
Tominy Martin
Geo Kelly

Geo Kelly Club La Paloma Frank Tally Ore Johnny Peters Gay Ninettes Kay Parsons And Sweet Jack Research

W Feldkamp Orc Joe E Lewls Litilan Carmen John Hale 3 Orchids DeAngelo & Porter

Mlainl Biltmore

Mani Bilimore
Barnon Romos Crom
Billy Mack Club
Lenn Prima Ore
Billy Mack Club
Jac Crom
Basin Ski S
Basin Ski S
Basin Ski Club
Jac Crom
Barnon Club
Jac Crom
Barnon Romos Romo

Roney Plaza
Roney Plaza
Jack Moyers Ore
Sanchez Ore
Joe & Betty Lee
Barry Devine
Evo Ortega
Fablan Storey
Bub Hall
Terry la Franconi Royal Polm Club

Royal Polm Clul Vincent, Lopez Or Harry Richman Great, Yaconis Edna Sedgwick Ella Logán Sunny Isles-Club Haward Lully, Ord Northway & Dani Carroll & Gorman Peggy LeBaron Troyn Cosino Club

rekgy LeBaron
Town Casino Club
Lack, Eby Ore
Peter Higgins
Buddy Walker
eastning & Barry
Ina Benson
Villa Venice
A Lukes Ore

Villa Venice
A Luicas Orc
Olivette & Dimitri
Dimphertons
Gayleho Sis
Tioyet Heathen
Leuis Hoffman
Alice Kellerman

## Juck Dempsey v. Leon Navarra Ore Vincent Bragale Or Join Travers Cress & Bonn Barron & Blair M'Padden Denuelle Bob Noint Ora Judith Eawton DETROIT

(Book Casho)
Johnny Hamp Oro
Crawfor & Caskey
Commodore Club LeBran . s. Charles Costello Or Budds. Don Arden Communicables (

Arilen Communicables Detruit A. C. Rub Chiester Ole Jarkie Pisher Pat Nasca Arny Cor

Arny Corvail

Hotel Statler

(Ferruge Room)
Not Brandewine, Or

Wanne Pattern
Lathrops Northwood Inn

Allorables (6) Jack Danglas clean Dale Natalle to Howard Borls Romanaff Coyle McKay Ore Weister Hall.

firmly Sis.
Mitzi Wayne.
Paul & Pauleffe.
Will Henderson Ore.
3 Valves.
Roland Do Prise.

Ten-Farty, Club

d Do Prise

(Continued on page 61)

Baok Cadillac Hotel Warren & Bodie (Book Casho) 4 Delutantes Music Masters Ore Music Masters O

Plantation

Pete Nugent
Hill Walter
Babby & Estelle
Brach Comber
Jean Adams
Ceell Live Ore Sake Prankte Helasco

Northwood lin flay Carlln Or the Rive Thereor fonts, W. Grong Toos Howard Marien & Marvel Rath, Descrip-Magyal
Pawulan
Tane, Trice & E
Sugar Shi w
De Bola 2

## CHICAGO

## New York FTP Nixes Audish Idea; For Reliefers, Not Talent Tyros

Theatre Project has nixed the suggestion that it inaugurate regular auditions for its members similar to those conducted by the American Theatre Council. George Kondolf, head of the New York setup, sees no advantages for WPA actors in the proposal and shies at unfavorable complications which might result from simulating the ATC activity.

trom simulating the ATC activity.

As government agency, the
FTP-cannot-encourage new recruits
in an already overcrowded profesion, says Kondolf. Its job is to
furnish work for established profestionals and those unable to get
thespic employment elsewhere. New
wrinkle would certainly bring a
flock of tyro applicants under various disguises despite the fact that
WPA'ers must be McCoy reliefers.
Such a condition would leave FTP
open to greater criticism than it already suffers from such charges.

Since the FTP manages to keep
its 2,000-odd members active
froughout the vear in come for-

open to greader the shift and a ready suffers from such charges.

Since the FTP manages to keep its 2,000-odd members active throughout the year in some form of entertainment, whether traveling, stationery or in outlaying productions around metropolitan area, etc., there is ample time and opportunity for members to be viewed and passed upon, thinks headquarters. Automatic weeding which places best on Broadway in three to, four regular productions and frequently for longish runs is another favorable factor for actors.

## **Equity to Keep** Frisco, Chicago Offices As Is

Indications are that Actors Equity Assn. will disregard recommenda-tions concerning its out-of-town branches, made in the recent survey of its activities. It was suggested that the San Francisco office be closed and Chicago be placed on part time. Equity officers, however, state that service would be denied part of the membership if the recommendations were followed. Cost of maintenance in both spots was lowered last

Chicago uses no office space. Frank

Unicago uses no office space. Frank Dare, the representative, operates from his home. While the number of traveling shows which centered in Chicago have disappeared, as have tent and rep outfits, the stand is the most active outside of New York. Cost of operating the branch is about \$100 weekly.

There are several hundred legit players resident in the San Francisco area and Equity is represented there by Theodore Hale. Cost is about one-half that of the Chicago branch. Hale does not need compensation for his work, as he is wealthy. He is an attorney and a member of Equity, having once been an actor.

### 'Dramatic School' Plans Off for This Season

Rehearsals of 'Dramatic School,' production of Rufus Phillips and Watson Barratt, stopped early this week and the show was announced as abandoned, for this season at least. Presentation had the backing

least. Presentation had the backing of Metro, said to have amounted to a breach in the agreement between leading film produce: not to back Broadway legits. "School" of foreign authorship and such works are n included in the pact. It was written by Hungarian writers. Zoltan Egyed and Hans Szekely, the adaptation coming from Jacques Deval, a French playwright, who is not a member of the Dramatists Guild. Metro states it does not own the picture rights to "School." Phillips and Berratt, presented The Lady Has a Herit' early this season. Play was first called Jean. Film rights were owned by 20th-Fox, but the latter was not interested in the stage version.

## Lederer for Lead In Coast 'Golden Boy

Los Angeles, March 8.

Los Angeles, March 8.
Francis Lederer has been signed for the title role in the Coast production of Golden Boy," which Homer Curran will stage in association with the Group Theatre, opening March 25 in Santa Barbara, Stella Adler, of the Group Theatre board, has arrived from New York to assist Curran in readying the of-

## SEE NO CHANGE FOR EQUITY **LEGALITES**

Equity committee has been work digesting the recommendations of an efficiency expert who recently investigated the association's activities. But the group has not handed Preliminary report was submitted to council vesterday (Tues

mitted to council yesterday (Tuesday). Indicated that the survey did not make disclosures that would require radical readjustments in any department. It had been hinted that such revelations might be expected. Legal department was one line of activity that interested those who had been identified as opposed to the administration. Understood the expert's opinion was that an attorney be retained as one of the office staff and that outside talent be consulted when required.

when required,

"In the face of the record, changes
look doubtful. Equity's legal department has won every court case
it has had for the association during
the 20 years of operation. Nearest
to a defeat was the Du Roy action,
in which a heavy award was made
against Equity, only to be reduced,
then tossed out entirely by the higher court.

er court.

Paul N. Turner has been Equity's attorney of record. Up to two, years ago Emily Holt was assistant and devoted most of her time to Equity. She was succeeded by Rebecca Brownstein, currently on the staff.

Turner is said to receive \$7,500 net from the association annually. He pays the salaries of his ides. Department's annual cost is placed around \$12,000 per year.

## 'Malachy' Blurb Draws Pittsb'g Catholic Blast

Pittsburgh, March 8. Management of 'Father Malachy's Miracle, current at the Nixon here, came in for front-page editorial lashing in the Pittsburgh Catholic leading weekly in western Pennsyl. vani diocese. As part of a general campaign, the advance men sent out circular letters to priests and sisters in the tri-state area, pointing out that the play had been highly praised by Catholic, leaders and; suggesting it was almost the duty of Catholics to

What 'Malachy' publicists appar-ently forgot was that the show had been booked here for the first week of Lent and the Catholic Observer pounced on this fact to deliver a scathing editorial directed at the Delos Chappell-Theatre Guild offer-ing.

### Kay Duncan's Break

Pittsburgh, March 8.

Kay Duncan, former CarnegieTech drama school student who got attention from several Broadway producers through the Libby-Holmanish quality of her voice while singing last summer at the nitery atop, the Wharf theatre in Provincetown, Mass, gets her first legit break as 'understudy to Miss. Holman in new Shubert musical, 'You Never Know.' She's in the ensemble regularly. Pittsburgh, March 8

ble regularly.

## **Current Road Shows**

Week of March 7 Abbey Players, Curran, San

Francisco.

'Babes in Arms,' Shubert,
Newark, N. J.

'Brother Rat,' Locust, Phila-

delphia.
'Brother Rat,' National, Wash-

Brother Rat, National, wasnington.

Pather Malachy's Miracle'
(Al Shean), Nixon, Pittsburgh.

Ethan Frome' (Walter Hampden), Community, Hershey, Pa.
(7); Hartman, Columbus (8-9); Memorial Aude, Louisville (10);
English, Indianapolis (11-12).

Julius Caesar, Erlanger, Chicago.

cago.
'Richard II' (Maurice Evans),
Grand Opera House Chicago.
'Room Service,' Selwyn, Chi-

cago.
'Spring Thaw,' Playhouse,
Providence (11-12).

Providence (11-12).

"Tobacco 'Road.' English, Indianapolis (7-10); Kokomo, Ind.
(11); Terre Haute, Ind. (12);
"Tonight at 8:30" (Estelle Winwood); Royal Alexandra, Towards

ronto.

'Victoria Regina' (Helen Hayes), Parkway, Madison, Wis.
(7); Aude, St. Paul (8); Lyceum, Minneapolis (9-11).

'White Cargo,' Werba, Brook-

lyn, 'Whiteoaks' (Ethel Barry-Whiteoaks' (Ethel Barrymore), Hamilton (7-9), Brandford (10); London, Ont. (11-12).
'Women,' Forum, Wichita (7).
Muny Aude, Kansas City (8-9);
Shrine Aude, Des Moines (12).
'Yes, My Darling Daughter'
(Lucille Watson), Forrest, Philadelphia

adelphia.
'Yes, My Darling Daughter (Florence Reed), Ryman Aude, Nashville (7); Temple, Birming-ham (8-9); City Aude, Mont-gomery (10); Erlanger, Atlanta (11-12);

(11-12).

You Can't Take It With You.'
Cass, Detroit.

You Can't Take It With You.'
Biltmore, Los Angeles.

You Can't Take It With You.'
Fargo, N. D. (7): St. Cloud (8):
Rochester. Minn. (9): Eau
Claire, Wis. (10): Duluth, Minn.

(11-12).You Never Know (Clifton Webb, Lupe Velez, Libby Hol-man, Toby Wing), Shubert, Bos-ton.

## ROOSTY' PAY RULING WITH SPLIT DECISION

Players in 'Roosty,' briefly presented at the Lyceum, N. Y., by Albert Lewis, were awarded three-eighths of a wee! extra salary by arbitration, but other points at issue were not ruled on and the result was tabbed as a split decision. Claim was for a half week's pay for a Sunday paid preview included on a two-eighths basis. Latter contention was upheld. Manager argue, that as the show played but one week and the cast received two weeks salary in addition to rehearsal pay. addicast received two weeks salary in addition to rehearsal pay, addi-tional money was due. But he was ruled against.

Equity sought to establish the date

ruled against.

Equity sought to establish the date of the first public performance should be fixed as the start of the guarantee period in the contract. That was upheld only by indirection, as the arbitrators stated that the clauses in the contract well as the clause in the contract well as the clause in the contract well as the contract could not hand in notice prior to the opening performance, they were denied the chance to coet another engagement that many days more.

### Hammond's 'Reunion'

Pittsburgh, March 8, J. Freeman Hammond, once opera J. Freeman Hammond, once operator of the now defunct Experimental Théatre here and for the last two seasons an actor with the Pittsburgh Playhouse, will make his debut as a Broadway director for the new producing firm of Robinson and White. He's been signed to stage the firm's first show. Authony Ewell Jr's. Reunion, which goes into rehearsal at once.

Hammond last summer was director of a strawhat at Keene. N. H.

Hammond last summer was unea-tor of a strawhaf at Keene, N. H., which he took over from Herbert V. Gellendre, with whom he worked at Playhouse here. He plans to go back to Keene again this summer.

## Name Playwrights' Producing Firm; Whitney Com with Picture Angles?

## Hopkins Staging 'Thaw'; Mary Philips in Cast

Arthur Hopkins is now directing the Max Gordon production of 'Spring Thaw.' Has replaced Edward Sobol, who staged the Clare Kum-Soool, who staged the Clare Auni-mer play for its tryout in Washing-ton and Baltimore. Mary Philips and Guido Nadzo have gone into the cast in place of Lea Penman and Edgar Barrier, respectively.

Show is skedded to re-tryout in Providence Friday (11) and come into the Martin Beck, N. Y., March 21.

## UNEMPLOYMENT **WAGE TAX**

Unemployment has declined within the New York stagehands union. Local One, International Alliance of Theatrical Stage Employees, and the increased assessment has been reduced. Enforced contribution from employed members is now back to the normal of early in winter. Deckhands are again required to lay off one performance a week, with department heads kicking in with one-eighth of their pay per week.

During the emergency period those with jobs had to lay off two performances a week, with the idle men making up, the replacements. Heads contribution to the fund carried with it the order to lay off one full day and prohibited them from entering the theatre on that day unless the manager paid for their time off. As most shows require the presence of department heads to assure smooth performance, the manager paid the extra amount. Same probably applies for the lesser payment, but the lead and the doubled relief requirehas been rescinded.

has been rescinded.

When the doubled relief requirements started it was estimated that 550 deckhands were not working. Recent count indicated that number had been reduced to 140, not inclusive of those in the WPA theatre project. Present total membership is placed around 1,400. Conditions in the legit field are better far as crews are concerned since all but

the legit field are better far as crews are concerned since all but one theatre is lighted this week. Stagehands union virtually a closed shop, with few new members on the books, Initiation fee of \$1,000 is prohibitive. Stated that the membership is steadily decreasing through natural causes, an average of 40 having died annually for the past several years. Through that process of elimination the unemployment will eventually disappear.

## Chi FTP Tourers

Chicago, March 8.

Harry Minturn, present head of the Chicago Federal Theatre Project, has arranged for a complete tour of Illinois with three shows, bringing legit amusement to towns and communities which haven't seen and communities which haven't seen a live show in many years. He has arranged 30 days of dates in 26 towns throughout the state for the road shows. Plays being given are Boy Meets Girl, 'Ah Wilderness' and 'Criminal at Large'.

Giving the communities the opportunity to state which show they prefer reveals that 'Boy-Meets Girl is the favorite by a big majority, with 'Ah Wilderness' as followup and 'Criminal' poor third.

## **ENGAGEMENTS**

Ruth Yorke, Joaquin Souther, Virginia Stevens, Ernest Rowan, Charles Dingle, Irving Morrow, John McKee, Louis Polan, 'All the Living.'

Kent Smith, 'A Doll's House.' Walter N. Greaza, 'Room Service, Joan Flicker, 'Prologue to Glory, Patricia Deering, Edward Trevor Royal Beale, Ann Thomas, 'Dramatic School.'

Nancy Sheridan, Averell Harris, 'Schoolhouse on the Lot.'

Hollywood, March 8.
In connection with the banding of five name playwrights
to produce on their own on
Broadway, Jock Whitney was
unavailable here for comment.
His associates declare the idea
is one which John F. Wharton
has been nurturing for the past
year, but none would say
whether Whitney would toss
coin into the deal. coin into the deal.

In connection with the five name In connection with the five name playwrights own producing organization, Robert E. Sherwood, yesterday (Tuesday) stated that the idea of such an association dates back to 1934. Then it was first attempted with Electrical Research Products, with Electrical Research Products, Inc., and later with Paramount. Present indication is for authors to use their own money as far as possible, Sherwood adding that they like the idea of this type of association and hope it will have mutual benefits. Plan is to swing the ventored ture independently, if possible, with-out outside money.

The five leading American play-wrights are Maxwell Anderson, Robert E, Sherwood, Sidney Howard, S. N. Behrman and Elmer Rice, Group includes four former Pulitzer Prize winners (Anderson has also copped both Critics Circle awards),

copped both Critics' Circle awards), as well as the prez and ex-prez of the Dramatists' Guild.

While nothing has been said to indicate what effect the new setup will have on the Hollywood-Dramatist Guild stalemate, it is thought likely that some result will be inevitable. In fact the move is viewed in some quarters as a definite wrinkle to out-maneuver, the film producers. film producers.

film producers.

Weight is lent to that theory by
the fact that John F. Wharton, New
York attorney, is named as financial
representative of the outfit. Wharton is regularly treasurer and general counsel of Selznick-Internationerai counsel of Seizinck-internation-al. Figured that John Hay (Jock)-Whitney, S-I board chairman, is bankrolling the new firm. Despite the Hollywood agreement to boycott. Broadway legit production under the Dramatists' Guild basic contract,

Broadway legit production under the Dramatists' Guild basic contract, Selznick has never cooperated with the other studios and Whitney has continued to finance legit production from time to time.

This new Dramatist Guild development in the long tussle with the Hollywood end comes at a particularly crucial time. Not only is Broadway production at a low ebb, but the absence of picture coin is frequently suggested as a contributing cause to that condition. Also noted that there have been only two noted that there have been only two minor Hollywood buys of legit plays this season, although film execs deny any concerted hold-off agreement.

this season, among any concerted, hold-off agreement. Plans for the new setup call for each of the dramatist members to fork over \$10,000 to the production kitty. Thought hardly possible, however, that playwright as prominent and successful as the above five would have to bankroll their own may be above the successful as the above five would have even during a business slump. plays, even during a business slump, or that a \$50,000 fund would be suf-ficient for an extensive producing program.

Each author will supervise his own

Each autnor will supervise in own production, according to the plan, either directing his own show or engaging another director and availing himself of the advice and assistance of his associated authors. Sherwood is president of the Dramatists Guild and Howard is an ex-nrez. Presence of Rice the Dramatists Guild and Howard is an ex-prez. Presence of Rice. the group marks his return to legit following his abdication from Broadway several seasons ago after an unsuccessful season of staging his own plays at the Belasco. Rice at that time became involved in a batter with drama critics and stated he was through with Broadway theatre. Of the five dramatists, only Behrman has failed to win the Pulltzer prize.

Litzer prize.

During the last few seasons, the authors have contributed the following plays to Broadway: Sherwood, 'Idiot's Delight', Anderson, 'Winterset, 'Masque of Kings,' High Tor,' Wingless Victory' and The Star Wagon', Sidney Howard, 'Dodsworth,' Paths of Glory' and 'Ghost of Yankee Doddie; Behrman, 'Rain From Heaven,' End of Summer, 'Amphitryon 38' and 'Wine of Choice', Rice, 'Judgment Day' and 'Between Two Worlds.'

# U.S. GETS MOST OF THE ICE

## General Managers' Status | BALANCE SPLIT

As soon as the League of New York Theatres fully recognized the Theatrical Managers, Agents and Treasurers last week, there was a rush of applications by general managers, company and house managers to join the union. Some had held back because they worked for producers who opposed TMAT and their status had not been established as unionists. Dave Finestone, of the Shubert staff, was one of the first to file, while Warren Minsell, g.m. for the Theatre Guild, signified his intention of joining TMAT.

Incentive-to-file was furthered by reports that the cost of initiation might be jumped to a prohibitive figure. Friday (4) the TMAT board did increase the amount to \$116. Up to that time the applicant was required to pay \$56. That figure was set when the boxofice men were ordered out for a day or two in Shubert houses some weeks ago. Status of general managers in the funion is still to be decided. Both Minsell and Finestone are on the league's labor committee and, as representatives of the producers, oppose the wage scales sought by TMAT. However, the g.m.'s qualify as unionists under the rules and they feel they should belong for protective reasons, as their jobs are not assured indefinitely.

Although it is agreed that g.m.'s are executives, the union rules rovide that such members may be temporarily relieved of TMAT obligations when situations so arise to make that preferable. Excuse and may then be issued to such members, as done when the trees-urers walked out.

Number of g.m.'s already were members of the union, including

eard may then be assured to assure the union, including uners walked out.

Number of g.m.'s already were members of the union, including Charles Stewart, of the Rowland Stebbins office; Dixie French, representing John Golden; Jack del Bondio, of Dwight D. Wiman's staff; Carl Fisher, of the George Abbott office, and Morris Jacobs of the Sam H. Harris outfit. Bernard Klawans, in charge of the Warner Bros. legit department, is among the new applicants, all of whom will considered individually.

## TMAT-League Go to Mat m Pact; Terms for P.A.'s, Managers an Issue

within its ranks, the Theatrical Managers, Agents and Treasurers union has begun negotiations with the League of New York Theatres (producers) for minimum wages and working conditions. Scales for the

working conditions. Scales for the boxoffice men were tentatively set some time ago, but contests are expected over the pay for press agents and company and house managers. Expected that the press agents division will provoke more discussion than the others because of the proposed plan involving the 'share the work' principle. Salories asked for p.a.'s are somewhat higher than sought by their defunct association (New York Theatrical Press Agents) and the same goes for other minimums.

and the same goes for other minimums.

Explained, however, that TMAT will present bargaining terms' and the expectation is that at least some concessions will be allowed. One of the points, that the uni will fight for, however, is that when an agent, manager of treasurer starts working, pay begins on that date, not the opening performance. Old custom of the front of the house working sometimes for weeks prior to a premiere sregarded as unfair and will probably be eliminated.

Every legit theatre to have a house manager and each production a company manager, as in former times. It was when showmen started building and operating strings of houses that they started dropping heatre and company managers and in recent seasons one man has been easigned to count up two and three theatres, with the shows being handled by the office. It is conceded that the cost of operation will be increased under TMAT regulations, but the union declares, the produces and owners will obtain better representation all around.

### \$100-125 Minimum

\$100-125 Minimum

Understood that TMAT is asking 100 per week minimum for house and \$125 for company managers in New York. On the road the scale will be \$150 weekly for the latter. Press agents are to get \$150 in New York and \$175 out of town—advance men were always paid higher salaries than company managers. There are qualifying conditions for agents in New York, however, because of p.a.'s handling more than one presentation, a practice that developed in recent seasons. Treasurers are to receive \$75 weekly, with assistants getting \$30. Such salaries in all three groups have been force among a (Continued on page 62)

## Having won recognition as bar- PASADENA MUST SIGN gaining agent for all classifications WITH EQUITY, OR ELSE

Hollywood, March 8.

Until the Pasadena Community Playhouse signs an Equity contract no members of the Screen Actors Guild, Equity or the American Federation of Radio Artists are permitted to appear in plays there.

Pasadenans failed to ink pact after recent confab between Guild and Victor Jory, representing Playhouse. Equity is demanding \$40 for sentor Equity players and \$15 minimum for juniors.

## **COFFEE-PEPPER HEARINGS END**

Washington, March 8.

Senate consideration of the CoffeePepper fine arts bill wound up last week after mounting opposition to creation of a Government bureau which would dole out cash benefits and moral encouragement to actors, painters, musicans, scuiptors, and assorted craft.

Final barrage of objections was along the line that the pending legislation would pauperize tallent Beefers said the legislation, now before the Senate Education and Labor Committee, resembles relief more than government backing for cultural projects.

This tack was tak by Gutzon Borglum, the mountain carver, and Walter Damrosch, podlum veteran Scuiptor said; the time has arrived for the Government to lend official support to all classes of artists, but insisted on having a full-fledged department instead of a minor bureau handle the matter. There is now no Government agency which does such job in 'an orderly manner,' he opined. Damrosch warned against 'mistaken idea' about the place of art particularly fearing that half-baked Government aid would result couraging mediocrity by giving jobs to persons not warranting Federal sponsorship.

Similar view was voiced in 'a telegram from Lawrence Tibbett, while Mary Pickford endorsed the bill by wire. N. Henry, Josephs, taking the stand as counsel for National Committee for the Protection of the Arts' warned about. Federal 'regimentation.'

# **ALL DIRECTIONS**

Gov't's Immediate Tax Rap and Subsequent Nicks-Theatres, B. O. Men. Authors Share-Loss of Coin TMAT Argument for Wage Boost

### OTHER COMPLICATIONS

Major share of ticket agency gratuities, referred to in the trade as now going to the Govern ment, it is indicated. Records of the weekly business of current shows is said to bear out that report.

Fact that the boxoffices have not been participating in such coin furnished one of the arguments of the Theatrical Managers, Agents and Treasurers union in securing a higher minimum wage for b.o. em-ployees

ployees.

When extra money from the
brokers is divided the net amounts
are so inconsiderable that the reason When extra money from the brokers is divided the net amounts are so inconsiderable that the reason why managements care to participate is hardly clear. Such payments are entered on the statements as 'additional receipts on tickets over and above the boxoffice price.' Under the admissions tax regulations, 50% is payable to the Government.

Way the money is accounted for, assuming an arbitrary sum of \$400. That amount is placed on the statement, accounted for as stated above. Government's half is deducted, leaving a balance of \$200. From that 10% (\$20) is deducted, as a sop to the boxoffice, leaving a net balance of \$180, which is added to the receipts. That money is shared between the show and the theatre, the former getting from \$60% to 70%, according to the gross. It also becomes part of the sum upon which royalties are paid authors, a claim they have made since the Government made its sharing assessment.

However, if the law is carried out, the Government end is getting most of the money divided up, in addition to its 50%. According to a strict interpretation, half what the manager gets should go to the Government, ame going for the show's share and even, the tithe going to the boxoffice. Author would also be called on to kick in a similar percentage because it is money collected over the established price of, tickets. If Federal agents go into that phase of the involved ticket situation, it is figured that only a mathematician could find out how much of the royalty is collectable.

But it is said that few boxoffices are getting any money from the agencies since the Government started prying into the ticket situa-

But it is said that few boxoffices are getting any money from the agencies since the Government started prying into the ticket situation last season. Federal claims to the share sought have never been tested in the courts but if substantiated, ice is not worthwhile.

Julius Caesar.	nald Green
Margus Antonins	A. John, Berry
Publist.	Thomas Kin aler
Morena Buntas	A. Che we - Lloyd
f assing	and the Kingsjey
Wer a	.s. iden Bohrits
Tre on us	and the last Earlier
Lingarins	a Sieses M. groom
Declus Runt	. 5 de 15 2 1308.
Metellus Cimber A. A. Mi	f, ed - Mag Ko noon
J. Humar	A. S. Nos. Elliott-
Art midding.	Standy Chiscort
Linna, the Post accounts	Jame : O'Pyar
Tag . S	Anoth W shr ox
Called and conservations	. Toy his Se men
Also Kert Aline Dea	on Burn. Wil-
Prin Howell, Prof. Unnte	r. Henry Kurn.
Telmaii Nelson, skill &c.	, Samord slegel.
Maria Milata Maria	and the second second

## No Equity Action on WPA Branch, Verdi Dismissed; Fight Transfers

## Hallie's Hideout

Hallie Flanagan, national director of the Federal Theatre Project does not headquarter at the local office of the FTP West 23d St. when visiting New York. Instead, she centers at the National Service Bureau in the Manhattan rheatre building on upper Broadway. Pointed out that while in New York she is technically under the jurisdiction of local ad-

der the jurisdiction of local ad-ministrator Paul Edwards who is in supreme command in his area. So she avoids direct contact or conflict and embarassment with her subordinate, nationally speaking.

## NON-PAY PREZ **IDEA GROWS IN EQUITY**

Sentiment in Actors Equity Assn favoring a non-salaried honorary president appears to have gained added support during the week, following the sudden appearance of a group described as 'opposition to the opposition.' Movement, if it proves to be such, is frankly opposed to the younger group nom-inally headed by Burgess Meredith, acting prez of Equity since Frank Gillmore stepped aside.

It was understood that the several It was understood that the several conservatives who aired their views had planned secrecy, but it was apparent that two-of the New-York dailies had been promptly contacted after the powwow. Move terpreted as one to further the aspirations of a president to function, provided salary is forthcoming. There are claimed to be three such possible candidates.

possible candidates.

That the group's activities should have become known was regarded as untimely. That "explained by the evident calm in the Equity setup at this time. Since Meredith stepped in the so-called radicals have been quiet so far as new issues are concerned.

eerned.

Meredith has kept a flock of committees so busy on already pending matters that there has been little time or additional proposals. It is also known that those identified with the younger group have expressed themselves as being desirous of surcease from criticism.

agencies since the Government started prying into the tieket situation last season. Federal claims to the share sought have never been tested in the courts but if substantiated, ice is not worthwhile.

Mercury Extras' Caesar'

Is the 4th ATC Audition

American Theatre Council's committee on the apprentice theatre held its fourth audition. It he Mercury Theatre, N. Y., last Monday, (7) Extras from the Mercury, under the supervision of William Herz, presented Julius Caesar. Wall Abd directed.

Cast

Julius Caesar Wall Abd directed.

Equity council yesterday (Tuesday) and the proposal sunder president; E. J. Blunkall.

Equity council yesterday (Tuesday) and the proposal sunder and J. Maharall when council named the latter defection.

Equity council yesterday (Tuesday) and the proposal sunder and J. Maharall when council and J. Maharall when council named the latter election.

Equity council yesterday (Tuesday) and the proposal sunder and J. Maharall when council named the latter election.

Equity council yesterday (Tuesday) and the proposal sunder consideration to come in and talk thing; to come in and talk thing; to come in a distribution of the proposals under consideration to come in and talk thing; to come in and talk

when council named the latter acting president E J. Blunkall.

Walter N. Grenza and J. Malrolm Dunn. Blunkall as an independent candidate for presidency at the later election.

Equity council yesterday (Tuesday) manned three members to the hominating committee. They will later be augmented by six more from among the general member 1 p of the association. It was acreed that no members of the council shall on onembers of the council shall on onembers of the council shall on the case with the case of the council shall on the committee are Walter Grenza, Aluida leads and Richard Sterling.

Actors Equity Assn. failed last week to act on a proposal to create a WPA branch within the association. Special meeting was held Friday (4) at the Astor hotel, N. Y., to consider the idea, but it was never put to a motion and nothing definite was decided.

Some interesting assertions were Some interesting assertions were made, however, and Burgess Meredith, acting Equity prez, was given a tyout as chairman of a session in which, there was heckling from the floor. Such headaches ar part of presiding at Equity meetings, but the WAP-er was less explosive than had been expected.

had been expected.

Incomplete report by Francis Verdi, Equity contact to the Federal Theatre Project, set forth the allegation that there still are plenty of amateurs on the re 'af theatre pay roll in New York. List submitted contained 100 names and Verdi, who has been conducting the survey, promised a supplementary list of 150 additional non-pros. Other report expressed gratitude that 'Equity has mone to bat for us' (Equity has some to bat for us' (Equity has and called the list 'Mrs. Flanaran's own pet group, the amateurs.'

Meredith in his opening 'remarks'

agan's own pet group, the amateurs."
Meredith in his opening remarks said of the suggested WPA branch that he is not at all sure that it is a bad idea. He added that it has never been discussed by council. Also stated there was no urgeney for action on the matter.

Chairman explained that there has been pressure put on WPA in Washington inimical to the theatre project on the claim that it was riddled with undesirables. When Meredith undesirables. When Meredith had got on the project and find out. His comment was modified to mean the Equity contingent.

Trasufficient Experience

## Insufficient Experience

Insufficient Experience
Verdi's list was made of those whom he does not think 'have sufficient experience to be classed as professionals,' based on his observations of the relief show performances. He insisted that those mentioned are 'purely amateurs.' Meredith stated that the council had resolved that Verdi is not representative of the true Equity sontiment. It was then announced that Verdi was replaced as liaison officer in the WPA office.

Dismissal seemed to surprise Vergitant was the seemed to surprise Vergitant of the weak of the surprise Vergitant of the weak of the w

WPA offset seemed to surprise Verdit, and he asked on what grounds the council acted. It appears that Verdi had told George Kondolf, head of the production department of WPA, that Meredith was subversive to Enuity, alo.; Communistic lines, Verdi replied he had no recollection of making such remarks, adding that. Meredith is, a temperamental young man, am I, then said he would urge Meredith, to run for the Evoly presidency, at the next election.

tion. Despite his dismissal, he asked to be allowed to continn this survey of the project, and said it would the added that the 'community drama' mit would unfold a nest of emaleurs. Verdial: id he understood.

(Continued on page 58)

## 'WHITEOAKS' SET FOR TOUR NEXT SEASON

## **Plays on Broadway**

### I AM MY YOUTH

Draina in three acts, by Errest, Pascal d Edwin Blum, Presented by Alfred de-sure, ir. Sluged by same, Features arles Waldron, Linda Watkins, Frank wion, At the Playhouse, N. Y., March 33, 43,33, tob. Lawlon, At the Playhouse, N. Y. March
Lawlon, A. Chen, C. Coolon, Richard,
C. Goolon, Richard,
William Gudwin, Charles Waldron
Mary Jane Godwin, Viola Rouele
Dary Wallstonecraft (Iodwin, Sylvia Weld
Claim Gudwin, John John Mary
Famy Wollstonecraft Goddyn Wytkins
Famy Wollstonecraft Goddyn Wytkins
Famy Wollstonecraft Goddyn Wytkins
Pamy Bysale Shelley, Prink Lawnon
Harfret Shelley, Prink Lawnon
Harfret Godson Mary

The sesson has had a liberal consignment of intellectual dramas. Here is another but not possessed of the attributes that have made some others appeal. I "Am My Youth' seems aimed more for a segment of the literal and therefore its chances are more restricted.

The seems aimed more for a segment of the literal and therefore its chances are more restricted.

The seems aimed more for a segment of the literal and therefore its chances are more restricted.

The seems aimed more for a segment of the literal and the more for letters, at the time when Percy Shellev had just reached his majority, yet, in the throes of a second romance—the affair with Mary Godwin. Play is biographical and principally concerns her father, william Godwin, later recognized as the greatest economist of his time.

The second romance—the affair with a greatest economist of his time.

The greatest economist of his time.

The second roman of Shelley and her deather more more more more than the second literal author to again lend his brain, the right the grievous wrongs of the industrial world. The port had been to wales and witnessed misery among the miners, particularly their children. Shelley succeeds in that mother than the shell within the living room of Godwin, who is less known than England's literary greats.

It is Fainy Wollstonecraft Godwin, one of his three daughters, who realizes that things are going to smash in the Godwin home. The man is loaded frown with delp but has small and the should be heat that the should be heat that the should be heat the should be heat with doubt and torture after realizing his family has come to loose ends is perhaps a logical conclusion but it is not necessarily good theatre. It is Charles Waldron's play, his Godwin dominating, except at times were Frank Lawton's Shelley is in the should be accepted to the cast and the staging by Alfred de Liagre, Jr., rather than

## There's Always a Breeze

ward Cauffield. Present	ed by Joseph M
Hyman and trying Co.	mer Stownd by
Harry Wagstaff Gribble;	April 19th and Dy
Brandonista D. 13	set designen ny
Frederick B. Fox; at	windsor theatre.
N. V., March 2, '38; \$3.	30 top.
Tommy Hammond	Leslie Barrett
Carrie Hammond	Disease Horius
Tulle Woutherles	manche sweet
Guille Mediffer Dy	Leona Towers
Oscar mirvis	Curtis Cooksey
Oscar Jarvis. Ecnest Hammond	William Lynn
First Detective	George Valv
Second Detective	Boris do Cadatales
Harold O'Helen	Contract of the contract
Alm Shacman	Otto Hunett
Alm Shecman	nume Cronyn
Iospector Martin	Pierbert Duffy
Asst. Dist Atty, Roberts	Cordo Nelson
Marle	Reno Mitchell

Marke nerv into the Broadway lists, with scantest sort of chance for any success. Comedy has possibilities for work-over into a program picture. Perhaps that factor largely instigated production.

Yarn has to do with man with publicity phobia He (William Lynn) with the program of the phobia He (William Lynn). The work of the wor

he boldly challenges use pure clusions.
Most of the possibilities inherent in the theme went unrealized. Character of the man and his mental psychosis is never fully made clear to the audience; he and his actions are too unreal. Some fertile founts of humor were never mined, either

And the procedure of the plot was much loo apparent in advance.
Lynn is excellent in the lead, doling the same mousey sort of charactor which have been according to the same mouse of the look of loo

### WHO'S WHO

WHO'S WHO

Kina Maxwell pregents leonard Sillmane
Rina Maxwell pregents leonard Sillmane
Rina Maxwell pregents and selection of the content o

Jack and June Balt, Peter Renvick, EdnaJack and June Balt, Peter Renvick, EdnaO'Bisten. The Pins and Needles' influence in
Who's Who' is evident, but this is
or garment workers' east, production
or box-office. It has its bright moments, but they re spotty, and it's a
ments of they re spotty, and it's a
ments of they re spotty, and it's a
Marco manifestations; others, where
it's merely bright El Morocco chirchat transplanted to the rostrum.
The personalities work hard and
not without effect, in certain highlights, but in the main the skits are
against them. The tunes likewise
have their moments.
The state of the state of the skits are
specified to the state of the state
with his broad el divining, and Imogene Coca, long stand-out with
Leonard Sillman's two previous
New Faces' editions, again scintillates with her piquant personality
and intensive efforts at funstering,
June Sillman, who did many of the
spics, is another outstander along
with James Shelton, Leone Sousa
Miss Corso Sisting at Saks' discloses a bright lyric about a dentstore outdoors girl; he shoots deer
in the balcony of the Strand, has a
loge (lodge) at the Roxy, and loves
to go wadning in the Grand Central
Palace. Thal's a general sample of
the wordare—bright, local stiff,
more for the New Yorker than the
popular.

begin by James' Shelton (Chet Shire Since Justice Marker Since Justice Marker Shire Marker Marker Shire Marker Marker Shire Marker Shir

## Shows in Rehearsal

I Married an Angel - Dwight D. Wiman.
'The Dutchess of Math'

Mercury.
'Schoolhouse the Lat-

Schoolhouse the Let—
Philip Dunning,
"The Sea Gull'—Theatre Guild,
'All—the Living'—Cheryl
Crawford and John Stillman,

Jr. 'Simply Henry Hogg'-Theatre Guild and Actors Rep.

yesteryear man-and-woman comedy

yesteryear man-and-woman comedy act. One of the best things in the revue.

'Snow. White and Burgess Meredith' is a deft topical skit between June and Jack Blair, he personating the Equity prez, and she stating that since Walt. Disney has made actors come out of ink, bottles, maybe the core sputly associated the state of the burlesk hokum with 'Zwei, Herzen in 6½. Time,' he as the she theore of the burlesk hokum with 'Zwei, Herzen in 6½. Time,' he as the she time in 6½. Time,' he as at the she theore in 6½. Time,' he as at the she theore in 6½. Time,' he as at the she theore in 6½. Time,' he as at the she theore in 6½. Time,' he as at the she theore in 6½. Time,' he as the she theore in 6½. Time,' he are the she she in the she in t

## **WPA Play**

Drama in three acts by William Du Bols.
presented by the Pederal Theatre Project.
Produced by James R. Ullman, Staged by
Maurice Clark, Setting, Percy Walkins;
maurice Chirt. Secting, Terry Whikins;
music, Leonard de Paur, costumes, James
Cochrane. At the Lafayette, N. Y., Murch
2, 38; 55c. top.
2 38; 55c. top: Toussaint L'Ouverture
Jacques Alvin Childress
Jacques Alvin Childress Bertrem Canada Lee Andre Louis Smith Guy Grederic Gibson
Andre Louis Smith
Cuy Prederic Gilison
Josef
Boule Binlle Thrach
Duval
Dhillian
Phillipe Affred Affred Organia Conference Fou Polaii Boucher William Saron Armand William Greene
Hoche
Boucher William Sharon
Armand William Greene
Jean
LeClere Bernard Pale
Jean Byron Lane LeClere Bernard Pale Odotte Blona Karam
Pauline
Almee Lena Halsey

## Plays Out of Town

### Undiscovered Country

Princeton March 3

Princeton, March 3.
Drama In two acts by William W. Robinson, "39. Produced and staged by the Frinceton University Theafre Intime at Murray Theatre, Princeton, March 14. headlust role, direction and most singularity in charge of Gordon Merrick," 29, of Williamova, Pa.

leading rule, direction and merick, '28, of Tilliane's, has defectiveness of Gordon Merick, '28, of Tilliane's, has defectiveness of sceneryless theatre, the Princeton Theatre. Intime, university experimental group, was putting it to good use. Years ago, as a student at the Princeton Graduate School and later as a teacher at nearby Lawreneville School for Boys, Thornton Wilder was not or the guiding lights of the which is a recognized extra-curricular activity on the campus. Thus, when Wilder returned to the scene of his first theatre laboratory to give Our Town its Initial tyrout performance before a Princeton audience, the current Pandway success foomed to students and natives of his town more as a revival. To them that the current Pandway success formed to students and inatives of his town more as a revival. To them that the probably its most ambitious venture into the realm of experimentation, 'The Undiscovered Country,' by William W. Robinson, '39, of Elizabeth, N. J., is perhaps the best student-written piece seen here since Robert Nail's 'Time of Their Lives' was staged back in 1933. But more than that, the campus dramatic social stages of the probably its most ambition and the real probably its most ambition of the Internation o

liant and novel staging.

Robinson's play, winner of the Intime's annual playwrighting contest for which five entries were submitted, deals with a disillusioned young college graduale, who, through a dependence of the college of th

itself to a variety of unusual scenes.

A platform stage extending into the audience in Elizabethan fashion is used for the production and in addition there is a smaller, built-up stage in the background. This latter of the control of the control

used to create effects.

Chief credit for the artistry and originality in the presentation of the play goes to Gordon Merrick, '39, lead in addition to portraying the large control of the play goes to good the play test, and it is a supersistent of the play test, it possesses moments of haunting beauty despite its natural shortcomings as a student's effort.

Supporting Merricht.

as a student's effort.

Supporting Merrick in the cast are Mrs. Richard M. Field, of Princeton, long active in the community theatre here; Miss Mancy Kimberly, of New York, known in New England summer theatre eircles, and John G. Anderson, '38. Ten Ireshmen have minor roles. Rosen.

## YOU NEVER KNOW

New Haven, March 3.

New Haven, March 3.

Musical camenly in two acts, sicht severa, adapted by Rowland Leicht, Music, Cole Porter, and Robert Katscher; settling, Alice Cole Porter, and Robert Alton; bank ton Webb, Lune Velez, Libby Holmon and ton Webb, Lune Velez, Libby Holmon and ton Webb, Lune Velez, Libby Holmon and tenuring, Toby Wing and Rex O'Malley.

New Haven, March Sinder, at Shubert, Alice College, Carlotte, Children, Wester Sterna Jane Borden, March Roberts, Wester Bender, Folger Roberts, Roberts, Marchael Roberts, Roberts, Marchael Roberts, Roberts, Marchael Roberts, Roberts, Smith Roberts, Marchael Roberts, Roberts, Smith Roberts, Marchael Roberts, Roberts, Smith Roberts, Smith Roberts, March Roberts, Marchael Roberts, Roberts, Smith Roberts, Marchael Roberts, Roberts, Smith Roberts, Marchael Roberts, Roberts, Smith Roberts, Roberts, Smith Roberts, Roberts, Smith Roberts, Marchael Roberts, Roberts, Roberts, Smith Roberts, Roberts, Roberts, Roberts, Smith Roberts, Ro

Paulette, the cara-Barringh;
M. Meori, Baltin,
Tickel, Paker,
Mallre d'Hotel;
Madam, Baltin As an outstanding event of the local season, the premiere of Cole Porter's new musical was a distinct disappointment; as a Broadway possibility, that's another story. With the feast of falent connected with the feast of falent connected with the production, including mriting, acting and dancing names, it was expected the musical would shape up into something of sock proportions, the punch failed to materialize the punch failed to materialize

age to replace long-winded dull passages of book with ilivelier stretches of song and danes, they'll have sometion of the song and danes, they'll have sometie lack of a singing voice and pateriached the song and t

## HELEN HAYES \$25,000 PANICS MILWAUKEE

Milwaukee, March 8.

Helen Hayes ewept through townlike a cyclone last week, swirling
the biggest crowds in years into the
Davidson to see her age 60 years in
three acts as the queen in 'Victoria'
Regina.'

House was mobbed for every performance and the final count registered over \$25,000.

## 'Babes' Mere 3G, B'klyn

Bades Mere 5ti, D Kiyn

Brooklyn, March 8.

Sudden exodus of plays from
downtown left only Werba's Brooklyn last week with 'Babes in Arms.'
Musical dropped off bit during
hird and final week here Majesticwent dark after one week of 'The
Patsy.'

Present week has Brattleboro
Players showing English comedy,
The Black Eye, 'at the St. Felix theatre and return engagement of 'While
Cargo' at Werba's Brooklyn.

Estimate for Last Week

'Babes in Arms,' Werba's Brooklyn
(1.500; \$1.50). Slightly off, mild
\$3,000.

## London, Ont., Primed For 'Whiteoaks' Date

London, Ont., March 8. London, Ont., March 8.

Capacity houses await the arrival of Ethel Barrymore Whiteoaks' when she and her company arrive at the Grand theatre here Friday (11) for two evening—and—a—natinee. Whiteoaks' is the scason's first legitor to play this city and reserved the second of the sec

### 'Rat' Profitable \$8,000 For Third Balto Date

FOR Third Balto Date
Baltimore, March 8,
Current week is daik Only booking slated is the preem of the Theart Guild's The Sea Guil' with Lunt and Fontanne due at Ford's, March 16. Third visit of Brother Bat' to Ford's last week attracted some bir, winding up with profit at \$8,000.

Estimate for Last Week
Brother Rat, Ford's (1,90); \$2,20). Third visit here, but good for profit at \$8,000.

### Omaha Setup for Hayes

Omaha, March 8.

House for the evening performance of Victoria Regima at the Paramount here March 15 has been sold out since last Thursday (3). Figured at the \$3.30 top, the house will gross more than \$5,000 for the evening show and may hit as high as \$8,000 for the one-day, two-performance stand.

for the one-day, two-performance stand.
William Fields, advance man for the company, spent a day town last week setting up pins. Helen Hayes company being brought by the Omaha Drama League, and is the third, road company to appear here this season. Others have appeared at Teeh High auditorium.

## 'CARGO' 3G, NEWARK, N. J.

CARGO 3G, NEWARK, N. J.

Nicwark, N. J. March 8,
White Cargo, on one of its many
return engagements locall, did not
fare so well at the Shubert, turning
in less than \$3,000 at the bo. Crix
considered if outdated. Current
offering is Babes in Arms.

Estimate for Last Week
White Cargo, Shubert (1,960;
\$1.50). Sex drama of the tropics has
lost its appeal and the bo, dropped
to less than \$3,000.

## Chi Just Coasting; 'Service' And 'Richard' Each \$11,000, 'Tonight' 8G

Chicago, March 8. Lent came and didn't do the show much good. One show went out and another came it. Going out was "Tonight at 8:30," after five excellent weeks here. Came in originally for only a fortnight, but caught on from the start and made excellent coin for

the start and made excellent coin for the entire stay.

Coming in yesterday (Monday) was the cut wersion of Julius Caesar' at the Erlanger, as the fifth play of the American Theatres of the stay of the American Theatres of the stay of the American Theatres of the stay o

### Estimates for Last Week

Estimates for Last Week.

'Julius Caesar,' Erlanger (1st week) (1,400; \$2.75). Opened last night (Monday) under auspices of alex Yokel and the ATS; cut version of Shakespeare may be too tabloidy for Chicago patrons, who want plenty for their coin.

'Alex Yokel and the ATS; cut version of Shakespeare may be too want plenty for Chicago patrons, who want plenty for Chicago patrons (Henry State Patrons, Week) (1,000; \$2.75). Slipped somewhat last week, took \$11,000, indicates ability to come back, however, on word-of-mouth \$3.90. [Antric (1,000; \$2.75). Finished Saturday (5) after five big weeks, taking \$8,000 for its finale; 'Father Malachy's Miracle' coming in on March 1.

'Tailor Becomes Merchant,' Great orthern. Yiddish Show playing to Northern. Yiddish Show playing party trade mostly.

'Great Barrington,' Blackstone.

Opened Saturday (5).

## 'TAKE' FLOODED IN L. A. **BUT GETS OK \$10,300**

Tou Can't Take It With You' con tinues to draw substantial trade a the Biltmore, where it is now in it fourth week, with one more to go the considerable cate was considerable cate with the conditions, but the gross remained profitable.

profitable.

Estimate for Last Week
You Can't Take It With You.
Biltmore (4th week) (C-1,656; 52.75).
Heavy rains and floods cut gross
down to \$10,300 on the third stanza,
but trade picked up as the week
advanced and there was a noticeable
jump on the advance sale. WPA

Counsellor at Law, Mason: George Barnes playing the title role, with Mattina Pawley as the wife, and Frances Hall the secretary. "The Great Barrington," Hollywood Playhouse. Winds up next Sunday (13). Playhouse. Winds (13). 'Loyalties,' Mayan,

### 'Porgy' \$14,000 3d Week, Frisco; Not Enough

Frisco; Not Emougn.

San Francisco, March 8.
Third and final week of 'Porgy and Bess' at the Curran Theatre closed to disappointing business. Cheaper seals were sellouts, but the higher-priced tickets for the ground floor were slow in moving.

'Amazing Dr. Clitterhouse,' which opened at the Federal Theatre Project's Alocazar Monday, Feb. 28, got off to a good start.

Estimate for Last Week

"Porgy and Bess." Curran (1.500)

Estimate for Last Week
Porgy and Bess. Curran (1,500,
\$3.30). Estimated take of \$14,000 for
blind- and last stanza-was pretty
good, heavy nut of show meant a
loss on the engagement.

"Amazing Dr. Ollterhause: Alcuzur
'Ist week) 11,629, \$1,10). Looks set
for profileble run.

### 'Women' \$12,500 Week

Denver, March 8.
Touring company of Clare BoothelThe Women' played a two-day sland
at the Auditonium here last Friday
and Saturday (4-5) and grossed a
snappy \$12,500 on the week. Including previous stops at the Auditorium,
Oakland, Call, and the Paramount
in Salt Lake City, the show played
six performances for the week.
Max Gordon troupe moved on to
Wichita, Kanasa City and Des Moines
for dates this week.

## Road Legit Grosses

Estimated Total Grosses
Last Week ......\$215,100
(Based on 20 Legit Shows)
Total Grosses Same Week Last Year ......\$208,000 (Based on 16 Shows)

## 'ROAD' CLICKS \$10,000 ON 4TH ST. LOO STOP

St. Louis, March 8.

There seems to be no end of business in this burg for "Tobacco Road. Making its fourth appearance in three years at the American theatro, the how every the performance where the second of the

year.

Estimate for Last Week
Tobacce Road, American (1,707;
\$1,68). Maintained winning stride
of other companies of this play and
collected a nice \$10,000 for nine performances. John Barton, the third
to play the role of Jeeter, here,
clicked with the crix.

## 'CAN'T TAKE IT' \$20,400, DETROIT: HOLDS OVER

Detroit, March 8.

Detroit, March & Set in teniatively for one stanza, You Can't. Take It With You' will stick around for three weeks at the Cass here, following hefty business for opening session and indications on the holdover. It is \$20,400 last week Grabbed one performances, with S.R.O.'s practically every night. Raves from local cricks, considerable paid advertising and word-of-mouth bally doing the trick. Remaining sessions look as promising as opener.

Estimate for Last Week 'You Can't Take It With You.'
Cass 12d week) (1,900; \$2.75), Big
\$20,400 first stanza; sticks for two
more weeks on strength of ducat de-

## 'Caesar' Nice \$12,000; 'Malachy' Current, Pitt

Pittsburgh, March 8.

Pittsburgh, March 8.

Lot of excitement here last week over the Mercury theatre's touring 'Julius Caesar,' returning legit to the Nixon after a fortnight of 'In Old Chicago.' Take of nearly \$12,000 was the top for Shakespeare this season, bettering both Bankhead's. 'Antony and Cloopatra' and Evans' Richard II.' Show played here under ATS subscription auspices, assuring it better than \$5,000 before opening. Nixon is booked solid now down the home stretch, with 'Father Malachy's Miracle' current, to be followed by a return engagement of Brother Rat. 'Yes, My Darling Daughter,' The Women, 'Pitt Cap and Gown musical, 'Pickets, 'Please,' dark 'For West and find Pickets, 'Please,' dark 'For Will likely ring down the currin, unless either 'Room Service' or 'You Can't Take It With You' decides to chance a second visit so late in the season.

Estimate for East Week

## Estimate for Last Week

'Julius Caesar', Nixon (2,100; \$2,75). Nice \$12,000, best week 'Caesar', has had since hitting the road; downstairs was light, but up-stairs was big at all performances.

### 'Never Know' Current, 'Spring Thaw' Next, Hub

"Spring Thaw' Next, Hub
Boston, March 8.

'You Never Know, new Cole Porler- musical starring Clitton Webb.
Lupe Velt, and Libby Holman, came
into the Shubert last night (Monday) after a three-day tryout in New
Hawen and ending one week of barren boards here.
Next entry will be 'Spring Thaw,
presented by Max Gordon, stuked to
Arthur Hopkins, and stard and
Anthur Hopkins, and the Louis
ing March 14 at the Wilbur Following fact 14 at the Wilbur Following fact 14 at the Wilbur Following March 14 at the Wilbur Following March 14 at the Wilbur Following March 14 at the Milbur Following March 14 at the Jum musical by
Richard Rogers and Lorenz Hart, arrives April 4.

New Haven, March 8.

New Haven, March 8.

Top gross of the season was rung up last week by the Shubert theatre of the new Cole Forter musical, when the season was the new Cole Forter musical, which was the season with the season was the season with the season was the

Ous Skinner coming along April 1-2.
Estimate for Last Week
"You Never Know," Shubert (1,700;
\$3.30). Advance was 'so big' the
house was mailing back checks several days before the opening; standees at all four performances gave
the show a boost to better than
\$11,000 for the series, a whopper.

## 'DAUGHTER' 15G. 'RAT' \$8,000, PHILLY

Philadelphia, March 8.

Brother Rat' winds up its 11-week run at the Locust next Saturday inght (12). Lightly-geared show was figured as potential hit when it bowed in at the Locust at holiday time, but nobody expected a run of this length, weeks being the average estimate. Only show in recent seasons to approach this length of stay was Those each on a Horse, rick/a couple of years ago.

Room Service' carries on, starting next Monday (14), but this comedy has been here twice before and is hardly figured to dupe. Rat's stay. But the show should get four weeks without much trouble.

'Yes: My Darling' is staying for a third week (starting next Monday) at the Forrest, as planned, but aprinciple of the show should get four weeks without much trouble.

'Yes: My Darling' is staying for a third week (starting next Monday) at the Forrest, as planned, but aphough house has a week open. Fine reviews, word of mouth and ATS subscription counted heavily last week and will again this, but third, on its own may be a different matter.

Only booking officially set and

on its own, may be a different mat-ter.

Only booking, officially set and dated is Cole Porter's (You Never Know, coming to the Forrest March 28. Otherwise there is the Mercury Theatur's Julius Caesar, and a ge-two but with Cont Take it. With You, but wout theattes or dates mentioned.

## Estimates for Last Week

Estimates for Last Week

Brother Rat, 'Locust (11th week)
(1-300-\$2.75). "Winding up Saturday
(12) after a corking stay, beginning
of Lent hurt some last week, with
gross sliding to \$8,000; 'Room Service' in Monday (14).

Yes, My Darling Daughter,' Forrest (2d week) (2,000; \$2.75). Fine
reviews, word of mouth and ATS
subscription helped give this one
was chalked up Saturday night (5)
alone.

### 'Whiteoaks' 15G, Toronto

Toronto, March 8.

'Whiteoaks' rolled up a walloping gross of between \$14,000 and \$15,000 here last week. Town turned out for the Ethel Barrymore-starrer at the Royal Alexandria theatre.

'After closing here Saturday (5), the show went to Hamilton, and from

## Know' Wows New Haven; Tax Deadline, Lent Wallop B'way, Grosses Average 25 to 30% Drop; 'Right' Off Least 29G, 'Susan' 17G

## B'way Legit Grosses

Estimated Total Grosses
Last Week \$390.100
(Based on 26 Shous)
Total Gross Same Week
Last Year \$371.200

(Based on 25 Shows)

(Based on 25 Shows)

Income tax-Lent slump cracked Broadway last week and a flock of closing notices were promptly posted. Drop in grosses was not greater in comparison with other seasons following Washington's Birthday, but the exiting list appeared heavier: That was partly caused by three new stock of the control of t

by WPA.

Estimates for Last Week
'All That Glitters,' Billmore (8th
week) (C-906; \$3.30) Has not been
getting much dropped to \$5,500;
agency buy ends this week; doubtful thereafter.

getting much dropped to \$5,500; agency buy ends this week; doubtful thereafter.

'Amphityon 38, Shubert (19th week) (C-1,387; \$3.30). Final week; recently paced around \$15,000; was slated to alternate with 'The Sea Gull,' but plans are changed; revival opens March 28.

'Bachefor Bern: Lyceum 'The Sea Gull,' but plans are changed; revival opens March 28.

'Bachefor Bern: Lyceum 'The March Park of the Construction of the Con

ciation with Dr. Ilia Mottyleff; writ-ten by Jessie Lcc and Joseph Lee Walsh; opens tonight (Wednesday).

Walsh; opens tonight (Wednesday), 'Golden Boy, Belaso (19th week) (C-1,000; \$3.30). Went off coulors of thousand, but still excellent at \$14,000; plans made for engagement extending into summer. \*\*Ilooray for What, Winter Garden (15th week) (M-1,071; \$4.40). Off with the field, but strong at week-end; gross under \$22,000 mark.

"I'd Rather Be Right," Alvin (19th week) (M-1,355; \$4.40). Affected first part of week; still biggest grosser by wide margin, but under \$29,000 for first time.

wide margin, but under \$29,000 for first time.

'I Am My Youth, Playhouse (1st week) (D-878, \$3.30). Presented by Alfred de Liagre; written by Ernest Pascal and Edwin Harvey Blum; opened Monday (7); mixed notices.

'Journeyman, Vanderbill: Closed Saturday (5); five weeks of red.

'Many Manslons,' 44th Street (20th week) (D-1,823; \$2.20). Last weeks advertised and may drop out any Saturday; down around \$4,500 last week.

week.

Of Mice and Men. Music Eox (16th week) (D-1,049;\$3.30). Slipped to low mark of engagement so far, with takings around \$8,000; expected to last through spring; however.

On Borrewed Time, Longacrefith week) (D-1,018;\$3.30). Newer socks drama held to form better socks of the second to the second to last through spring; however.

On Borrewed Time, Longacrefith week) (D-1,018;\$3.30). Not so strong in agencies, but boxoffice sales steady and gross very good for drama;\$12,000.

Once Is Enough, Miller (4th week) (C-944;\$3.30). Not so strong in agencies, but boxoffice sales steady and gross very good for drama;\$12,000.

Once Is Enough, Miller (4th week) (C-944;\$3.30). One of the list's classiest shows, looks aimed through spring; paced around \$12,000.

Reson Service, Ort (43d week) (C-944;\$3.30). The week with takener to mew low last week with takener to mew foor close to capacity most performances; side flat under normal, but fine \$12,000; about 25% under normal. Substance, Golden (The week) (D-788; \$3.30). Solid sell-out upstairs and lower floor close to capacity most performances; side flat under normal, but fine \$12,30 week) (C-D-1,106; \$3.30). Togersesser among leaders also eased off last week with the gross around \$17,000; about 25% under normal.

The Hill Between, Little (1st week) (D-788; \$3.00). Presented by Robert Porterfield; written by Luli Vollmer; opens Frijaly (11).

The Star Wagon, Empire (23th week) (C-1,048; \$3.30). Slipped in about same proportion as others under page prior to Washington. Birthday; \$11,000.

There's Always a Breeze; Windsor, Taken off Saturday (5); poor Three Walkes, Mossilic ultime week) (O-1,753; \$3.30). Slipped in about same proportion as others under page prior to Washington. Since of the engagement so far; \$12,500.

The Women, Barrymore (63d week) (O-1,753; \$3.30). Slipped in about same proportion as others under page prior to Washington. Slitchay; \$11,000.

Thobacco Eond

others, with the count aroung aroung again.

Who's Who, Hudson (2d week)
R-1:094; 83.30). Drew mostly weak
press, but revue continues with
plenty of deletions; not much after
Tuesday (1) debut; Whitcosks
booked in March 23.

Wine of Cholee, Guild (3d week)
(-9.41; 83.30). Subscriptions helped
new comedy during first week of anaround bump; takings quoted mound
\$11.00.

Added
Tins and Needles, Labor. Slone
(13th week) (R-500; \$2,75). Unionsponsored show one of the odditive
of season; road comotiny going
tour; bit off to \$7,000 last week
(Gradle Will Rock/ Mercury (10th
week) (M-682; \$2,20). Has abouttracted un ual tiention though
business not as strong; \$5,000.

Revivals

Tulius Gesear and Shoemake a

Revivals
Julius Caesar and Shoemsker'n
Haliday! National 118th week!
(1,164, \$2.20-\$2.75.) Another independent venture: revivals during
goodly profit; \$12.000.

A Doll's House, Broathart (11th
week) (1,116; \$2.30).

## WPA

WPA
One Third of a Nation, Aucloris, best of the relief shows.
Haiti, Lafayette, Harlem, drew strong press.
Mississippi Rainbou, 45th Street

## 'Can't Take,' Played by Flashlight, Wows Mason City; \$14,700 Week

Mason City, Ia, March 8.

Power plant failure that extinguished all lights in the city freeted the opening performance of You Cain! Take It With You at the Geoi here last Tuesday (I). Audicince took the mishap at the armount of the mishap at the following the second act with one player holding a flashlight one player holding a flashlight with their flashes. When the show was over and the cast was given two curtain calls, the players replied by applauding the behavior of the audience.

The second is the player of the second act with one player holding a flashlight with their flashes. When the show was over and the cast was given two curtain calls, the players replied by applauding the behavior of the audience.

The second is the players of the cast was given two curtain calls, the players replied by applauding the behavior of the nightest figure challed up by any leaker even surpassed that of Tobacca Road, only stoged to play here last.

Aberdeen, S. D., March 8. Road company of You Can't Tal t With You' wound up a week Aberdeen, S. D., March. R.
Road company of 'You Can't. Take
if With You' wound, up a week of
\$14,700. Included were dates in
Dubuque, In, on Sunday 1271, March
(1-2), Sloux City Falls, In, Thursday
(13), Sloux Falls, S. D., Friday, 14,
and this town Saturday 151.
Moved on to Farfs, N. D. Monday.
(7), then continues one-nighting.

## Ethan Frome' \$3,200, Buff

Butter Marine Marine A. A. Watter Marine Marine France Gold on the Marine Marine France fold only a far \$3.200 for four operations at the Elauge, here list week.

Business was rharacterized by self-out-balcones, but downstairs takings were scarce.

## Plays Out of Town

### YOU NEVER KNOW

(Continued from page 56)

dancing, with too much of the former this weak spot) and too little former this weak spot) and too little of the latter (his forter). Spotting of Aprills tap routines should have been better in second instead of first stanza.

been transposed, as her show-stopped would have been better in second instead of first stanza. In adapting 'By Candlelight' to its present form, author relied on situations rather than lines for his humon. In view of the fact that the situations are any thing but original second to the situations are any thing but original second to the situations are any thing but original second to the second the seco

dance specialties by remme tapper april are bright spots from the terp and the former below and Rex O'Malley are excellent in straight acting and the former pleases with his hoofing, but the boys just don't register vocally. Toby Wing, on leave from follywood, surprised those who had rated her as an attractive, but talenties, blonde. Gave a peppy interpretation of a loose young lady wandering from amount of the straight of the wards of the sudjence with her wards of the lady and the sudjence with her wards of the lady's spirit. Sponsors fail to capitalize on Miss Holman's return to footlights, her appearance being in the nature of a disappoint. Plot tells of a mixtu in identity.

being in the nature of a disappointment.

Plot tells of a mixup in identity, with a valet posing as his master and a parlor maid temporarily stepping into the shoes of her mistress. The master and mistress have a secret romance, which comes to a head through the masquerading of their servants, who, in turn, end up a Show looks to have been produced on a fairly moderate physical nut. Carries only one main setting, a living room richly done in red, blue and gray. Other sets are incidental drops, drapes, etc. Chorus is of intimate type, handling themselves as guests rather than the customary song-and-dance groups. Rowland Leigh's direction leans too heavily on the book side, probably a natural



fault in view of fact that he is also the adapter.

You Never Know, got off on the wrong foot at its opening here, but its not too late to do something about it.

### THE BLACK EYE

Brookly 1, March 1.
Comedy in three acts presented by th
Darringoro Phantro March 7, 38, ut St
by Lames Bridle; staged by Robert Ross
seitings by Albert E. Ward, Jr.; \$1,50 top
Serious Person Malcolm Atterbur
George Windlestraw
Mrs. Windlestraw
Johnnie Houseley Stevens, Jr
Connic
liolel Guest Donald Unlehle
Glil Dorothy Berry
Another Girl
Another Young Man Owen McParland
Jones John Walton

## Future Plays

'The Merry Wives of Windsor' slated for an April premiere by the new producing firm of Robert Hen-derson and Estelle Winwood. Latest Shakespearean revival will be di-rected by Henderson. Casting is now

rected by Henderson. Casting is now in progress.

\*\*Reunion.\*\* by Ambrose Elwell, Jr. is skedded for immediate production by Robinson & White. Freeman Hammond will direct.

\*\*Private Enterprise,\* new play, by Amory Hare, a nom. de plume for Mrs. James P. Hutchinson, a Philadelphi socialite, will be presented in the near future by J. Herbert Adams, New York attorney. Play will receive a tryout in Mrs. Hutchinson's home town during Easter week. Melville Burke will stage.



## **Shows Out**

Amphitryon 38, will close at the Shubert, N. Y., this Saturday (12), completing a good stay of 19 weeks.
Average held around \$19,000 during opening months: Show was to have alternated with The Sea Gull' (due March 28) but the Lunts will appear in 'Amphitryon' this spring after five weeks of the revival.

### AMPHITRYON 38

Opened, Nov. 1, 237, All said okay, some grudgingly. Ander-son (Journal), There are al-ways the Lunts, Brown (Post), Belongs to the required list, 'Variety (Bhee) opined, 'Draw-should be heavy.'

'Censored' was withdrawn from the 46th Street last Saturday (5) after nine performances.

### CENSORED

CENSORED

Opened Feb. 26, '38, Critics
no like, Watts (Herald Trib),
'Dull, feeble and amateurish.'
Lockridge (Sun), 'Pretty hope-less jumble.' Variety (Ibee),
'Slim theatre fare.'

'Save Me the Waltz' was rather a surprise, closing on the same date It opened last week to a so-so press

SAVE ME THE WALTZ.
Opened Feb. 28, '38, Most
opinions let this down gently.
Coleman (Mirror), 'Almost but
regretiably, not quite,' Whipple
(World-Tele), 'With a little
more Waltz it would make an
outstanding musical comedy.'
Variety (Ibee), 'May prove a
femining draw.'

"There's Always a Breeze' was an-other of last week's entrants which dropped out quickly.

THERE'S ALWAYS A BREEZE Opened March 2, '38. Opinions said no. Atkinson (Times) wrote, 'A poor play.' Lockridge (Post), 'A fresher breeze is needed.'

Journeyman' stopped at the Van-derbilt after five weeks. Originally opened at the Fulton, then moved to the Hudson.

### TOURNEYMAN

JOURNEYMAN
Opened Jan. 29, '28. Reviewers gaye this a headstart toward limbo. Anderson (Journal) said, 'Dirty and noisy bore'.
Atkinson (Times). 'After this, one can contemplate the future with jubilation.' Variety, 'Only heavy exploitation can save it from the warehouse.'

'Between the Devil' was suddenly added to the closing list this week and goes off Saturday (12) after do-ing fairly well for 12 weeks.

BETWEEN THE DEVIL

Opened Dec. 22, 37. All the
boys were careful to straddle
to some extent when rating this
Shubert Xmas bundle. Some
thought it moderately good, other
ers said bad, but all agreed it
needed several things. Sidney
Whip ple (World-Telegram)
called, it a 'musical comedy
minus comedy'. Richard Watis
(Herald Trib) thought it a
pleasant is as so nal interlude.
John Mason Brown (Post) said
it was a revival of many things
and none too good. Strong
words were conspicuously absent from both schools of opinion. VARIETY (Dee) deemed it
fairly diverting material with
ast upping chances considerably.

'Casey Jones' will be called off at the Fullon, too, and will have played three weeks and one night to mild

CASEY JONES
Opened Feb. 19, '38, Robert
Coleman (Mirror) took a rap at
Group Theatre's train thespies Group Theatre's train thespies as 'a fraility' Richard Watis, Jr. (Herald Trib.) apparently liked authors' work but found fault and thought that age would bring improvements saw it as a little theatre effort. Nearly all were confused over social stuff, so opinions, were airy. Vantry '(Dee) rated it distinctly doubtful.

## Inside Stuff—Legit

Bachelor Born, in moving from the Playhouse, N. Y., to the Lyceum, is unusual in that a Shubert presentation is now playing in a second house not on the Shubert string. It appears that when both 'outside' bookings were made, the firm had no definite unbooked thatire of its own. Reported that the Lyceum contract stipulates the Born' will not move from the present spot to any of the Shubert houses, indicating that it will pivobate to to the rood at the end of the engagement. Had a number of road dates in the east before coming into New York.

Bachelor' is an English comedy first called 'The Housemaster'. Flock of theatire parties have aided the business of the moderate grosser.

Not generally known that the Theatrical Managers, Agents and Treas-urers union has a Yiddish contingent. Lower East Siders joined when the union was originally formed, and regularly paid dues during the lean years.

years.

It had been thought that the inter Theodore Mitchell controlled—the franchise, but that belief was incorrect. Charter was issued to the members and possession remains with them so long as the American Federation of Labor requirements are met.

In its 19 weeks at the Shubert, N. Y., ending next Saturday (12), 'Amphitryon 38' will have grossed a total of approximately \$370,000, according to Vantry's weekly boxofice estimates. Comedy opened to about, \$22,000 and ram along at that figure for some weeks and hit a high of \$25,000 over the New Year week. It has lately been averaging about \$17,000. Total gross of approximately \$25,000 will have been chalked up by 'Between the Devil' when it bows out of the Imperial, N. Y. Saturday (12), Dietz-Schwartz-musical opened Dec. 22, '27, and hit its highest week's along the state of \$23,000 on the next stanza, over New Year's. Bun will have totaled 12 weeks.

Cast of 'Brother Rat,' at the Ambassador, N.Y., forced Mary Mason to take a solo curtain call (her first) at her final performance in the show last Saturday night (26). Actress was leaving to go into 'Schoolhouse on the Lot,' the new Phil Dunning show, and the other players scampered offstage ahead of her, then held the doors shut. Connie Nickerson went into the part Monday night (28).

Ben H. Atwell, one of the dcans of press-agentry, will wed Mrs. Eleanor B. Poole, professionally known as Eleanor Brent. She was leading woman for the late Robert B. Mantell and well known in stock circles, also having

appeared abroad in Shakespeare.

Couple will be given a reception Sunday (13) by Mr. and Mrs. John-Evans, at their residence in Gramercy Park, N. Y.

## Equity---WPA

(Continued from page 55) the project on July 1 would be duced one-third.

## WPA. Transfers

WPA Traisfers

What worried the WPA actors was
the transferring of players out of the
theatre project to other white collar
divisions where the pay less.
Transferral list totals 300 names, of
which 25 are Equity people. To combat that order Equity has set up a
'protective transfer committee' and
deredith said the council would fight
with all its energy to prevent transferrals or dismissals for any cause
other than insubordination or drunkenness.

enness.

Meredith read a letter from Paul Edwards, of the WPA administration office in N. Y., concerning transferrals. It said in effect that there would be replacements from applicants who must produce evidence to show they are recognized actors, He contended that was proof that no more non-pros would be taken on.

Paulti leader spote about his ef-

more non-pros would be taken on.
Equity leader spoke about his efforts to interest Washington the arts measure. (Coffee bill) and said to date he had gotten nothing but plenty of headaches for his endeavors, yet, would continue to support the proposals. He hopes that the Federal Theatre Project will get a share of the added \$250,000,000 which to be devoted to relief.

### Fewer Productions

Fewer Productions
Stated that there were 100 'productions' last season, but only 20 so far this season. Explained that actors' chance to get commercial jobs, was therefore impaired, since such placements depend on their being seen in action. Reforms in the matter of hours per week and a probationary period were suggested. Latter was broached because sometimes actors, rehearse a play perhaps three rehearse a play perhaps three months and then are replaced.

rehearse a play perhaps three months and then are replaced.

Those present were advised that continuance of the relief jobs depended on harmony, unity and understanding. One report was to the effect that the former unit system was better than having all the actors pooled. An involved resolution that mentioned strike was withdrawn.

Move to form WPA branch in Equity is viewed with considerable subpicion in some quariers within the association. Pointed out that the proposal calls for the reliefers to be given the right to vote, which would boost the total balloting membership in estimated 600 or 700.

Particularly, with the Equity confingent on the Coast figured likely to play a more important part than ever before in deciding the election, the addition of the WPA-might almost multify the picture vote. In that connection, it thought likely that the Sercen Actors Guild may

electioneer among its members in Equity to oppose the new regime, formerly the insurgents. Pointed out that would be sufficient motive for bringing in a WPA group.

bringing in a WPA group.
According to the proposal, WPA-ers who have worked not less than 52 weeks would he permitted to come into the new branch for a special low fee and dues and would be given the right to vote. Such 52-week period would not necessarily be actual performance, but might include rehearsal time, etc. Junior Equity lites are now not permitted to vote. They become seniors, with the right of ballot after playing in commercial performances for at least 52 weeks, caclusive of rehearsals, summer. of rehearsals, summer

## **Criminologists**

(Continued from page 1)

purposes of the grand jury inquiry stated to be offered this current week, they will be used to portray to that body the crime as rehearsed and reenacted by the defendant himself. The D.A. had Babezewski taken to the scene of the crime; had Operator Everse Levil out.

the scene of the crime; had Operator Eugene Logan on hand to grind out the confession, and with the defendant as the chief character to the crime plot, repeared in regular fashion the ... to be recorded; then with all characters at hand, ground out the full story.

Detroit March 8.

Latest use here for sound camera is shooting of drunk drivers by De-troit police.

Local jobnlaws borrowed the camera from manufacturer and are taking sound films of arrested drivers.
Will try to get flickers chered in court as evidence to show how driver acted and talked when arrested.

## Carroll's Coast Buy

Hollywood, March 8.
Earl Carroll has purchased Charles
Sherman's play, "A Thousand Times
No." and is mulling the idea of giving it a Coast production before
taking it to New York.
Lou Irwin shudled the negotiations for Carroll.

The Nutmer Tree, current best seller by Margery Sharp, will be sponsored by Brock Pemberton as soon as Miss Sharp finishes an adaptation of her novel. Metro has already acquired the screen rights.

## **Dutch Vaudeville Acts Protest As** Radio-Built Personalities Edge In

The Hague, Feb. 28. The Hague, Feb. 28.
Netherlands Artists Organization, composed mainly of vaudeville entertainers, has protested to the government against the practice of the four big Holland broadcast companies of touring their performers for personal appearances. The NAO contends that the playing of such broadcaster-tontrolled shows at low admission prices is making it tough for non-radio vaudeville artists who woul! like to play these dates on their own.

soul! like to play these dates on their own.

Answer of the broadcasting companies is that since, they are on the air evenings only they must find a way of keeping their contract artists employed during the day. The broadcaster-controlled shows have proved strong box office. In support of its protest the NAO is quoting the Dutch radio regulations which bars the station licensees from engaging in any form of ballyhoo of self-selling outside of their air schedules,

## FOUR SEEKING **LONDON NITERY**

London, March 2.

Embassy Club, which has gone into liquidation, is sought by at least four separate individuals, all anxious to acquire this oldest established and

separate individuals, all anxious to acquire this oldest established and exclusive nitery.

Jack Harris, who controls Ciro's Club, has backers keen on getting in. Ambrose, at the Cafe de Paris, is another who would like to go back there. He was there for years and he can also line up the necessary. Martinus Poulsen, who controls the Cafe de Paris and several other West End spots, would be in with Ambrose on the deal.

Offer also on the table from Harry Richman, who will have no difficulty in raising coin for any nitery venture, while Jack Trevor, local estate agent, who dabbles in show business occasionally, also has some backers interested.

Understood the price at present asked for goodwill and lease is around \$75,000, but it may be uppedafter the various nibbles.

## Fresnay's French 'Tears' Preem in Monte Carlo

Monte Carlo, March 1.
Terence Ratigan's 'French With-out Tears' has been adapted by an actor and a critic and will have its first showing next week at the The-

arte des Beaux-Arts here.
Pierre Fresnay and Maurice Sacha,
adapters, are calling if 'D'Ecurie
Watson' ('Dependable Watson') and
Marcel Sablon has enough young
talent on hand to cast it.

talent on hand to cast it.

Mile. Jacqueline Porel, granddaughter of the vaudeville Porel and
Rejame, and Cecil Crane, Harry
Baur's son, head the cast. Other
players are Adrian Forge, Bernard
Biler, Robert Tenton, Yves Gladine,
Maurice Davesne, Valentine Camax Maurice Davesne, V. and Pamela Stirling.

Original production of 'Tears still running in London. Another edition had a brief run on Broad-way Jast fall.

### Chevalier's 'Widow'

Chevalier's 'Widow'

Copenhagen, March I

Maurice Chevalier has been signed
to play Count Danilo in 'The Merry
Widow' his summer at the Central
theatre, Osfo, and afterward in
Stockholm and this city,
French star's picts have never
been popular here, but numerous
efforts have been made to get him
for personal appearance dates, unsuccessfully until now. Hitch has
always been the valuat restrictions
against paying foreign player
much money. against paying much money.

## 'Welcome' Folds, London

London, March 8. Welcome Stranger, revival, closed here last Sunday (6) after two and one-half weeks.

Show cost about \$25,000.

## Suzuko Kawakami to U. S.

Suzuko Kawakami, wk. Jap classical dancer, leaves for the U. S. Saturday (19).

She expects to stay a year, filling engagements and absorbing new ideas. Tokyo, Feb. 14.

## **British Vauders Seek Additional Alien Statutes**

Drive for added restrictions against alien actors in England has been started by the Variety Artists Fed-eration. Organization has expressed dissatisfaction with present regula-tions and seeks various further bars.

It has been proposed by the federation to change the present legislation to limit to 20% the salary total lation to limit to 20% the salary total to be paid to allen artists in any show over a period of 12 months, or that all aliens be paid not less than \$125 a week (with \$50 a week for chorusers) and that such aliens not be permitted to lower this figure. Idea of the second suggestion is that the high minimum wage, would discourage employment of foreign talent.

Resolutions were passed at a spe-cial meeting of the federation and were submitted to the Ministry of Labor. Organization threatens to act as deems fit under the rules if an answer is not received within two months.

## Plays Abroad

### SURPRISE ITEM

London, Feb. 26.
Comedy in three acts by Cycus Brooks.
Produced by Reginald Tate. At the Ambassadors, London,
McKay.

Mt 12 my	
Arthur Primmer	Marius Gorir
Binstead	Norman Piere
Tipping	Frederick Pip
An American Youth.	John Gabri
A Young Girl	l'atricia-Laffu
Sue	Mariorie Lar
Anita Karsten	Valerle Taylo
Knudsen	John Brooking
Victor.	Gherlus Mhoori
Sinclair Perks	Charles Maunse
Castro Castellini	John Glyn-Jone
Man with the Blg	Erle Stua
	7. A. M. A. M. M.

### **BLACK SWANS**

London, Feb. 24.
Coinedy in three acts by Groffrey Kerr.
Murrice Collourne. At the

建筑电影 医二甲甲基二甲基
Marjorie Stewa
Hichard Bli
Nancy Rober
Souble Stewn
James Harcou
Charles Defeat
Frank Follov
Illiary Eav
Roger Maxwe
Thea Holm

## Dominion Ban

(Continued from page 13)

companies approach quota producing in the British Isles from the stand-point of turning out worthwhile product that will click in the world

market.

Under the triple credit plan, a picture with \$150,000 more labor costs would mean an outlay of \$300,000 to \$500,000 per feature. Expenditure of that amount would insure the greatest care towards making a film of boxoffice potentialities. There are producers her also, who say that ultimately, such interest in film making in England by American companies is certain to bolster British producing and help the entire trade.

ish producing and help the entire trade.

While the Federation of British Industries wants further tightening of the quota by hiking both exhibitor and distributor percentages, there appears to be small chance of it in the House of Lords. This conservative body in Parliament, which is credited with being familiar with English problems and world conditions, is expected to kill the dominion ban amendment. This clause, inserted by the Commons, would prohibit pictures produced in British Empire nations such as Australia, Canada and India from counting as England credit quota films. Pressure from Australia alone is counted on to cause the removal of this drastic amendment.

Amendment.

Seattle, March 8.

No more pictures will be made in Victoria, B. C. by Central Films, Ltd., under contract to Columbia Pictures. The British House of Commons recently passed a bill excluding all but pictures made inside the United Kingdom, ending a western Canada industry with an annual payroll of more than \$350,000.

In the last two years Central Films made 12 pictures in Victoria for British quota purposes. The company recently signed a contract for six more pictures at an average cost of \$75,000, each. Central Films has been the only company in Canada producing full-length picture on a regular schedule. Its films have been distributed in the U. S. and Canada as well as in Britain.

## French Gambling Houses Grossed \$4,967,000 in '37

Paris, March 1.

Receipts in gambling houses in France during the expo year 1937 set a new record for the last few years. Total for all of the houses in France was 124,195,000 francs, compared to 92,343,000 francs in 1936. However, when these figures are changed to dollars, at rates existing during the two years, the gain is much smaller, with \$4,967,000 in 1937 and \$4,864,900 in 1936.

Larget intelled.

in 1936.

Largest intake was at the Paris-Place Casino at Le Touquey, which almost doubled its receipts, jumping from 14,599,000 francs in 1938 to 25,280,000 in 1937. Palm Beach Casino at Cannes, although making less than the Municipal Casino, doubled its take this year. Rise of gambling house gains this year accredited to the expo, reduced railway fares, paid yacations and the low exchange rate of the franc on the international market.

## Current London Plays

(With Dates When Opened)

Whiteonks — April 14, 36,

French Wildiant Tears — Nov. 6,

Ballabilas — Dere 22,

Ballabilas — Dere 23,

Ballabilas — Dere 23,

Ballabilas — Dere 23,

Ballabilas — Dere 24,

Ballabil Albie, and Scoke-19t. 41, Automic Job 1, 5, Automic Job 2, 5, Parls of Lembres - Hyd. 27, Morring Recones Directia'-Nov. Robert's Wife-Nov. 23, The Letter - Dec. 3, 15, Right - Hyd. 20, 10, 10, Letter - Dec. 3, 17, Right - Letter - Lette 8, nt — Dec. 10. nec. 15, s' — Dec. 16, Herst — Dec. 27, nec. 27, Ma and My Striks - Dev. 10. Dec. 10. De ness - Jan. 6, 13 Got Lost - Jun. 19

## Bostock's 2-a-Night 'Balalaika' May Change London Legit Setup

Cable Address: VARIETY LONDON Telephone Temple Bur 5041-5042

## Maschwitz to Adapt 'Waltzes' for London

London, March 2.

London, March & London, March & Eric Maschwitz is due back here early in May to start on a British adaptation of Three Waltzes, Show is owned by Lawrence Tony Howard, film talent agent.

ard, film talent agent.

Although Metro and Columbia have made \$75,000 bids for film rights-of Waltzes, show-cannot-bedisposed of until it has been produced in the West End of London. Hence the Maschwitz rushed return. Waltzes will be under Howard's own sponsorship. Margaret Bannerman who tried it out in America will probably do it here.

Operetta has been produced in Paris and a U. S. edition is current at the Majestic, N. Y., with Kitty Carlisle and Michael Bartlett in the

## W-T Legit Plans Still Indefinite: Aussie Follies

Melbourne, March 1. Melbourne, March I.

Ken Asprey has been conferring here with the Taits relative to the Williamson-Tait deal, which is expected to alter entirely the legitimate situation in Australia and New-Zealand. Most recent headaches on the setup were in the New Zealand territory, but apparently these have been ironed out aside from a few points to be settled before the new board is formed.

New legit idea is to present only.

board is formed.

New legit idea is to present only highclass shows and performers from abroad, probably many from the U. S. Though the money outlay is reported heavy, those now in on the deal know show business thoroughly. There will be two units, with new executives scheduled to come in both Victoria and New South Wales in controlling the Williamson-Tati management. iamson-Tait management.

Though Stuart F. Doyle, who has

Though Stuart F. Doyle, who has made arrangements for Fanchon & Marco to produce an Australian version of the Ziegfeld Follies, is reported as not concerned in the Asprey deal, it will be recalled that he handled all of Doyle's legal business during his reign as boss of Greater Union. Unless he is tied in with the Asprey setup, Doyle will have to get theatres on his own. He has promised to bring the 'Follies' production to Australia this year.

Still Gaured bere that Doyle is not.

Still figured here that Doyle is not through with the show business, though his plans are unknown thus

## DANISH LEGIT STARS FORM INDIE GROUP

Copenhagen, March 1 Copenhagen, March 1.
Charging that their, associates in 
'Skuespillerforbundet,' local counterpart of Actors Equity, are all misht 
actors whose chances of steady employment would always be extremely remote, 50 leading members of 
that organization declared they would 
no longer support such a milistone 
and have resigned to form their own.

London March 1.

West End legit business is soon to undergo a change which is bound to have tremendous effect on future shows. Tom Bostock, head of Associated Theatre Properties, controlling eight of the best West End theatres, and having an interest in at least four more, believes a twice-nightly policy is inevitable.

He has just transferred Balklaika, which has been running at His Majecty's theatre 12 months, to the Adelphi on a twice-nightly basis, at prices ranging from 50c. to \$2, with the first weeks' intake touching \$16,000, while its last week at His Majesty's, theatre show grossed \$12,500.

Bostock's favoring of twice night-Bostock's favoring of twice night-

Bostock's favoring of twice night-ly shows is based on the assumption that 'business is capable of oper-ating on revenue-earning basis of 24 hours per week. Manager continues, 'Any method by which you can put-up the revenue-earning basis of any business, such as twice nightly, in-creasing the work from 24 hours to 36 hours, must be of benefit to the business.

creasing the work from 24 hours to 36 hours, must be of benefit to the business.

By this new method, so Bostock claims, you are appealing to a much wider public, and are therefore in a position to reduce the price of the commodity by 50%. Cheaperseats, he avers, 'appeal to a public 10 times as big, and instead of playing to half a million people with a successful show, as was the case of 'Balalaika,' under the reduced rate it should play to 10 times as many. He further stresses his point by exclaiming, This is an age of cheapprices, sort of Woolworth age.' Twice nightly shows, at popular prices, can only operate in the case of shows that are well balanced and on to depend on one personality to draw, which is the case of 'Balalaika.' Although there are quite a few West, End names who are prepared to cooperate with 'Bostock in his new idea.

idea. Cochran, whose new revue, star-ring Flanagan and Allen and Jack Hylton, which goes to the Lyceum, is watching the progress of the Adelphi theatre twice nightly policy, and if it continues to attract, will ate a similar policy at the Ly-when he opens sometime in

ceum when he opens sometime in April.

If these two managements take up the idea, there is no doubt a flock of other West End managements will follow suit.

## Fanny Brice, Bea Lillie For New Cochran Revue?

London, March 1.

Charles Cohran is still without a leading lady for his new revue, although he has two under consideration. One is Fanny Brice, providing she can get a temporary release from Metro. But, if she should be permitted to come to England, Miss Brice has a lucrative offer to play some dates for General Theatres Corp., which will include at least two weeks at the London Palladium. Other is Beatrice Lillie, also subject to her getting permission from Paramount, with whom she is still under contract.

Jack Hylton, who has just been signatured by Cochran, will conduct his orchestra from the pit, something he has never attempted before. Cochran flew to Berlin to set the deal with Hylton.

deal with Hylton.

espiller foreningen, and will not but accredited actors with something on the ball from membership. But all who mencely imagine themselves with talent and whose sole purpose in joining the guild is to get unemployment benefits will receive quick brushoff.

Although the old association has the sole right to grant actors permission to perform athe new guild expects to get around this, as members are composed almost entirely of the best performers. Their service he best performers the mean decomposed almost entirely of the best performers. Their service are constantly in demand and consequently few ventures because the sole with the cantral portion alone covers in a rar of 1,500 square feet. A 90-foot high dome tops it with unother 30-foot extension between the stage, placed further back than customary, is 50 feet in diameter. Additional backstage in diameter, additional backstage and two side wings are shut off with squared professions setting up of seenery which is rolled on. This gives the house five complete stages.

## Literati

### Hays and the Foreign Press

mays and the Foreign Press
Foreign department heads of eight
major film companies, and Republic
and Monogram, met at the Hays of
flee last week to realign list of foreign correspondents contacting picture firms. Old list that included
names of 183 foreign scribes was cut
below 100 by culling inactive writers
or those no longer serving newsnapers.

papers.
Kenneth Clark, head of Hays organization public relations division, presided at confab, which was arranged by foreign film publicists.

### Promoting John Chapman

Promoting John Chapman
Chicago Tribiune-New York News
Syndicate is promoting John Chapman's column evidently in an effort
to grab off some of the papers which
took O. O. McIntvre's column.
Front page of Editor & Publisher
last week was an aid for his column,
'Mainly About Manhattan,' with a
reproduction of a note from O. O.
praising one of his daily stints,

### What Gene Howe Started

What Gene Howe Started

Brother can you spare a room is the password in Amarillo, Texas, as its inhabitants try to make room for 150,000 wild-eyed mother-in-law fans. Gene Howe, publisher of the Amarillo Globe-News, is the Simon Legree who turned a quiet prairie town into a medley of King Kong and the Marx Bros. In a free-tor-all. The answer is Mother-In-Law day. Born and bred on the pages of the Globe-News March 9, five years ago, the day celebrating closed season on mothers-in-law has: grown to such proportions that Howe is now only a spectator of the gigantic spectacle which will feature the world's largest float carrying 600 satisfied mothers-in-law in five delicious flavors.

May Move Philly Writers Project May Move Philly Writers Project Squawk is going up from more than 140 workers on the Federal Writers Project in Philadelphia in protest against a plan by J. Paul French, director, to move the project headquarters to Harrisburg, Pa. Majority of the crew fears the switch may cost them their jobs. Reason for the change given by French is his desire to make the proj-ect a permanent organization under

ect a permanent organization under civil service. Group, on this basis would do research and garner info about Pennsy for use pamphlets and guide books. Under this scheme, French said, headquarters in the State capital would make for more

State capital would make for more efficiency.
Charge has been bandied about that French actually wants to move out of Philly because he recently lost control of the Newspaper Guild's Miscellaneous Unit, which is made up mostly of project members. He was defeated in an election a short time ago by James Tighe, ex-Philly Inquirer reporter. Understood that 15 employees have been invited to accompany French to Harrisburg if and when the switch is made.

### Dale Vice-McCarthy

Dale Vice-McCarthy.
Allan Dale is the new managing editor of the Chicago American, evening Hearst paper, Dale comes infrom the Hearst Detroit Times to replace Florenz McCarthy in Chi. McCarthy switches over to Detroit as m.e. of the Times.

Dirty Mag Opposish Growing
A prediction that within six
months every diocese in the United
States will have organized the
filth-in-print movement, with support of thousands of other decenand religious citizens who are not
Catholics, was made by Bishop Edmund F. Gibbons of the Albany,
Diocese, at a meeting in Troy N. Y.,
to organize the Rensselaer County
campaign. Bishop Gibbons' prediction was in line with an editorial in
The Evangelist, diocesan organ,
which declared that the drive must.

The Evangelist, diocesan organ, which declared that the drive 'must become national in scope and operation,' as did the Legion of Decency.

The paper stated that experience with representatives of companies publishing objectionable magazines, 'convinces us that what they really fear is a national movement.'

## Scranton Trib Sale, Shakeup Sale of the Scranton (Pa.) Tribune

Sale of the Seranton (Pa.) Tribune-morning daily and Sunday paper, to the Serantonian, Sunday publication since 1897, brought flook of dismissal notices to Tribune employes. Deal was elesed March 2, with Richard Little and M. L. Goodman, owners of The Serantonian, taking over Tribune from Frank D. Schroth, who Ine Scrattonian, taking over bune from Frank D. Schroth, who rame editor and publisher of the sper in 1934. Purchase included editor succeding Sid Copeland, re-only newspaper property, but all became editor and publisher of the

real estate as well, according to an-

nouncement.

Tribune was Scranton's oldest daily, established 1867. Was known for years as The Scranton Republican, but name was changed to Tribune by Serroth y 1936. Last year Scroth entered the Sunday field, which the Scrantonian had had to itself for many years. Competition of Tribune led to the sale. Daily is to be continued as the Tribune, with the Serantonian remaining as Sunday edition, all to be, published in the Tribune plant.

many Mansions Mixup
Condensation of Many Mansions,
the play by the Jules Eckert Goodmans, father and son, by Commentator mag has stirred up some agitation at Your Life mag. Stated by
Jack Campbell of the latter publication that he secured permission
from the authors to do a briefing
of the play for publication by the
mag. Authors also gave permission
to Commentator to take excerpts, but
latter mag omitted the customary
copyright credit.

Campbell has taken the matter up
with the Authors League, stating he
was under the impression he would
have exclusive rights to print the abbreviated version, and that after he
had worked on it Your Life did no
publish, following appearance of the
piece in Commentator.

Prevost's Mt. Yen
Jean Prevost, ace French author,
visiting Hollywood, was asked what
he wanted to see most Picked Mount
Wilson. Harold Salemson, Coast rep

wilson. Harold Salemson, Coast rep for Paris Soir, for which Prevost also writes, tried to win the author into visiting a studio for lunch, but Prevost held out for the trek to Mount Wilson. Though half of southern California was drowned out and Mount Wilson took more snow, rain and sleet, in that day than Los Angeles usually gets in a year, the explorers reached the top and reported everything was fine and dandy. Precvost was particularly interested in seeing the telescope at the Mount Wilson Observatory, and, due to floods everywhere, he and Salemson practically had the whole mountain and the telescope to themselves. escope to themselves.

New Washburn Book
Charles Washburn, p.a. for George
Abbott, is readying a new book titled
Blowdown.' It will be in fletion
form, but will contain some auto-

orgraphical material.

Title is taken from the circus phrase meaning trouble.

Washburn says he was formerly a circus aerobat. His wife was an aerialist.

Coronet's Stage Dept.
Coronet will start a Theatre Arts section in May under Clark Kinnaird and Sidney Carroll. Latter was formerly with Stage and once worked as assistant to H. T. Post.

and Sidney Carroll. Latter was for-merly with Stage and once worked as assistant to H. T. Parker on the Boston Transcript. Material will not be confined to Broadway, and text will be illus-trated with shots in color. Planned among other, things to cover straw-hats extensively.

## Inez Gerhard Back

Inex Gerhard Báck
Inex Gerhard, who handles the
radio and picture column 'Star Dust'
which syndicated by Western
Newspaper Union, and goes to about
1,000 papers, is back at that post after
having been away on a trip.
During her absence, the column
which signed Virginia Vale, was
handled by her sister, Karen Hollis.
Latter is now with publicity department of Bonwit Teller in N. Y.

Doulens Writing Circus Yarn
Edward Melcher: Is handling the
entertainment assignment at NewsWeek, replacing Humphrey Doulens,
who has a leave of absence from the
mag Id write a yarn dealing with the
circus.

Doulens, former VARIETY corres-condent, may return to News-Week n the fall.

Sports Mag Up for Sale
Negotiations for the sale of Sports
Illustrated & American. Colfer are
euriently being made by Steuart
Schaetel, the publisher. Deal is
pending to sell if to one of three interested parties.
John Eeber is editor of the mag.
Deal for its sale may be closed this
week.

LITERATI OBITS THIS WEEK Laus J. Reilly, 48, managing editor of the Bridgeport (Conn.) Post & Telegram and one of the best known newspaper men the state, died March 5 in his home from a heart attack. His widow and two sons survive.

Robert P. Scripps, 42. principal stockholder in the Scripps-Howard newspaper chain, died suddenly March 2 aboard his yacht anchored off Sonta Margarita Island, Lower California. Deceased is survived by the outlewood six obligation. his wife and six children.

his wife and six children.
Scripps, son of the late E. W.
Scripps, was sole trustee of his
father's estate, as well as president
and treasurer, of the E. W. Scripps
Co.; director of Newspaper Information Service and United Press. He
maintained homes in Westchester,
Chio, and Miramar, Calif.

Bore to See Director.

Born in San Diego, he began his newspaper career at the age of 16. Later he attended Fomono College. Upon his graduation in 1917, he be-came editorial director of all Scripps newspapers.

George W. Witting, 57, Sunday

George W. Witting, 57, Sunday editor of the San Antonio, Texas,
Express for 25 years, died after a
three-month illness March I in San
Antonio, Four sisters survive.

Mrs. Kate Ogden, 70, for the last.
18 years in charge of the Oakland
editorial office of the San Francisco
Chronicle, died March. I while on a
visit to friends in Glendale, Calif.
Deceased was the widow of Col.
Marian M. Ogden, Chicago and San
Francisco newspaperman.

Marian M. Ogden, Chicago and San Francisco newspaperman.
William T. Dobson, 56, editor of the Epic News, ded March. 1 in Los Angeles, He was formerly editor of the Kanab Clipper and the Iron County Record in Ulah.
John C. Clem Murphy, 61, veteran Maine newspaperman, died March 1 following an operation at the Corey. Hill hospital, Brookline, Mass. Murphy was the dean of Maine newsmen and for many years had covered the Maine state house for the Associated Press and Boston and New York dailies.

New York dailies.

Herbert L. Chipman, 71, publisher of the Cape Cod News, died at Sandwich, Mass., Feb. 28:

of the Cape Cod. News, died at Sandwich, Mass., Feb. 28.

Irving Edward Manchester, 67,
Connecticut: newspaperman, died
March 6 in Winsted, Conn. He had
been editor of numerous Connecticut
papers, including the Winsted Evening Citizen, Commercia. Bulletin
of Hartford, the Litchteld County
Leader and the Winsted Herald. Besides his wife has 5 convived by sides his wife, he is survived by three brothers, three sons and three

## CHATTER

Ward Morehouse back from Lon-

n. Meyer Levin, Esquire film crick, back from Spain,

back from Spain,

Jim Moynahan, of March of Time
reel, back from England.

Richard Sherman with 20th-Fox,
not as stated last with Republic.

Helen Worden, of the N. Y. WorldTelegram, on a South American
cruise.

C. S. Forester arrives from Europe

cruise.

C. S. Forester arrives from Europe Thursday (10) for a short, stay in the U. S.

Alexander D. Noyes, financial editor of the N. Y. Times, has written a book titled "The Market Place."

Morton G. Claric's first book will be published by Morrow. It's untitled as yet. Author is husband of Amy Vanderbilt.

Lou Cunningham, who headed Atlantic City publicity bureau until it was shut down Dec. 1, has been renamed for the post.

Eugene de Lopatecki, author of Typographer's Desk Manual, 'giving a course on 'Copyfitting' under the auspices of PM mag.

George Grossman, ex-assistant city ed of the Philly Bulletin, now associated with LaBrum, Inc., publicity office, handling bally for Artisans shows.

shows,
Arthur William Pegler, 7J-year-old father of Westbrook and Jack Pegler, authoring his autobiog. Runs about 250,000 wolds and now he has Katherine Brush back in Neu

Katherine Brush back in New-York after brief stay in Hollywood, during which she conferred with Metro exect on an original story she is to write for them. Harding Mason takes over the post of photo editor at News-Week, sue-ceeding Emil Brugiere, who resigned, Mason also takes charge of News-Photos, a pictur, syndicate operated by the mag.

by the mag. League of American Writers will Leagus of American Writers win run an auction for beneft of medical bureau of North American Commit-tee to aid Spanish Democracy this month (23). Will include only ms. ever offered for sale by Albert Ein-stein and lyrics and songs from 'Pins and Needles' by Havold J. Rome.

## Nitery Reviews

## COCOANUT GROVE

(Continued from page 50)

gayotte by one of boys and novel finish put this froupe over solidly. It is the state of the sta

room because talent and gaps arthere.

Boots McKenna line of girls loans heavily on taps in its three production numbers. Two choristers, in specialty, help save dummy finale, Jerry Blaine's band plays for show and daneing. Grove has \$1.25 minimum tap for dinner but no minimum otherwise. Room decorated in Florida scheme.

Wear.

### Arcadia-International (PHILADELPHIA)

Philadelphia, March 6. Bunny Berigan Orch, Gail Reese, Manya & Zanette, Albicene, Terry & Walker.

Succession of name bands, with Bunny Berigan's the latest, drawing heavy crowds. Nitery beneficial handly on strong publicity and w. of m. it got as result of 20-minute jam sesh by Tommy Dorsey, Gene Krupa, ex Benny Goodman drummer, and Berigan recently. Krupa and Dorsey just happened to be in town and couldn't resist tremendous demand from the crowd for combotakeoff.

Swing sessions of Berigan erew are good and going over neatly. They provide quite a problem, however, for the band's gal vocalist, Gail Reese. Femme has nice pipes and plenty of oomph, but she can't get very far against band's tremendous volume.

very far against band's tremendous volume.

Terry and Walker do okeay humorcous bull room routines. Gal and lad are natural commines. Gal and lad are natural commines getting everything possible out of their turn. Burlesques include shagging and a viennese waltz. Ballroom duo. Manya and Zanette. go through standards smoothly. Novelty is Albicen, magi, who works neatly.

Orchestra leader here iusually introes, acts but couple of days of using Bergan for this purpose 
proved somewhat insatisfactory, and 
male member of Terry and Walker 
was enlisted. With natural sense 
of humor, he does fairly well, but 
makes too many mistakes in grammar. Whole show mistakes in grammar. Whole show mistakes in grammar. Whole show mistakes migrammar. Whole show mistakes migrammistakes mistakes mis

### Butler's Ye Old Tap Room (NEW YORK)

(NEW YORK).

Catering to a family trade, this midtown N. Y. spot on Amsterdam avenue, under the 'L, is one of the few of its kind in residential sections of the town. It seeks and quite successfully emulates the larger downtown floor-show establishments, giving customers a line of girls, an pulse a Big Apple session, in line with the recent trend in this direction.

There are three shows pitchly at

m.e., an act or two and an orchestraplus a Big Apple session, in line with
the recent trend in this direction.

There are three shows nightly, at
10, 12 and 2 a. m. against a small
iminium, charge of 31 Saturday and
holiday evenings, 50e. weekdays.
Butler's policy is to give the westsiders a pretty good-sized floor show,
plus a pleasant atmosphere, dancing,
the pocketbook of a contract of the pocketbook of the pocketbo

over well.

Daye Fox, for many years in vaudeville, is a likable, personable to the personable of the

manner and as an me. Keeps he show moving nicely and smoothly.

There are three other singers on the show, Andy Hayes, a young Irish tenor, gets over nicely, while Patricia Cornell also sells effectively. Sylvia Jordan, blues singer, is less than the state of the show the singer, is less than the state of the show th

## N. Y. Concerts Set for Windup; Met OK \$70,000

Concert season in New York is sliding into its windup weeks. Metropolitan Opera this week is in its next-to-dinal stanza.

Philharmonic-Symphony Orchestrastill has eight weeks to go. Otherwise the juicy portion of the season is past. Most of the name artists have given their Jast local recitals.

Estimates for Last Week
Metropolitan Opera Co., Met Opera House G.380; \$7.44.30 (14th week).

Dopera concert at \$2 top. Another week of bulging big: estimated \$70,000; hefty grosses registered by 'Barber of Seville.' Amelia Goes to the Ball.' Elektra, 'Tristan und Isolde and 'Rigoletto,' This week (next to last) offers 'Goetterdaemmerung,' Meistersinger,' Le Coqu d'Or' Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or' Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or' Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' 'Le Coqu d'Or, 'Amelia Goes to the Ball. Walkuere, 'Carmen, 'Lucia di Lammermoor and 'Singuestersinger,' 'Le Coqu d'Or, 'Amelia Goes to the Ball. 'Richamermoor and 'Singuestersinger,' 'Lucia di Lammermoor and 'Singuestersinger,' 'Lu

### Hofmann Will Celebrate Jubilee in Philly April 4

Philadelphia, March 8.
Josef Hofmann will eelebrate 50th
anniversary of his American debut
as concert pianist April 4 by appearing with Philly Orchestra. Hofmann,
now director of Curtiss institute
here, will play three selections and
orchestra will present two of his
original compositions.

original compositions.

Event will benefit unemployed of local Tooters' union and the Philly Orchestra pension fund.

## Mascagni Eyes U. S.

Pietro Mascagni, the composerconductor of the La Scala orchestraMilan, is reported anxious to return to America and bring with
him his 100-men crew.
South American offers are being
temporarily nixed in favor of a visit
to U. S., although he was of opinon that he would never return
when last here several years ago.

## Baranova's Bodyguard

Baranova's Bodyguard

Philadelphia, March 8.

Irina Baranova, premiere danseuse of the Ballet Russe, was given a special guard here last week to keep away annoying newspapermen bent upon learning more of her alleged bigamous marriage to Germain Sevastyanov, former seeretary to the manager of the terp troupe. Report from Newport, Ky., by a woman elaiming to be Lydia sevastyanov, who said she married Sevastyanov, who said she married Sevastyanov in 1928, was vehemently denied by the danseuse, who eloped with Sevastyanov in February, 1936.

## Crime War to Music

Philadelphia, March 8. Deputy Attorney-General Walter Deputy Attorney-General Walter Stein will make gulck switch March 20 to conduct Philadelphia Youth Orchestra. Soloist will be Jose Hurbi. Believed to be first time in Philly that name as big as Hurbi has agreed to perform cuffo with amateur group. Planist and Stein are friends. Stein, in addition to adding special grand Jury probe into Philly's gambling and underworld set-ug, is a w. k. musician.

'Cry, Baby, Cry,' time by Remus-Harris and Irving McIsher pair of young Atlanta songsmiths, in-troed Sunday (6) over CBS by Guy Lombardo. Harris, lyricist, is grand-son of Joel Chandler Harris, South's Jamous 'Uncle Remus' story writer,

## Broadway

Bill Mohr beat stomach ailn Marc Connelly's 'Spring Legend until next season.

off until next season.

Alfred Harding, of Equity mag better after mastoid operation.

Martin Beck joining Max Gordon in Florida. Lee Shubert just back.

Dooley and Sales, former vauders still operating their tavern nea Baldwin, L. I.

Baldwin, L. I. Ben Bernie to Florida for one day to see his Wes run a neat 10th in ben his Wes run
Il-horse race.
Negro Actors' Guild being accepted into the Theatre Authority, benefit control group.

Co Denis, despite estrangedill attend

Ruth St. Denis, despite estrangement from Ted Shawn, still attende -dance cor

nis-dance concerts.

Mae West has flatly turned down all offers from local reps of South American interests.

Joseph Moss, administrative sistant of National Service Bureau (WPA), to Hollywood.

Wardrobe Women's The Concerns of the Concerns of National Service Bureau (WPA), to Hollywood.

(WPA), to Hollywood.

Wardrobe Women's Union, local
16770, to hold second annual shindig
at Centre hotel, May 1.

Sylvia Sidney in town from the Coast for a looksee. Probably be here until after March 21.

here until after March 21.
Joe Laurie, Jr. S., 47th natal day
and 16th anniversary celebrated with
a surprise shindig on the same day.
Solon S. Negranou, formerly director for 55th St. Playhouse, now
managing, replacing Martin J. Lewis,
Robert Benchley turning down
personal appearance offers. Has too
much, work writing and doing shorts.
Arthur Hooner, outdoor and shinds

Arthur Hooper, outdoor ad chief for Ringling circus, due in New York this week to handle advance

Ed Ables, theatrical photog, re-overing in the Lenox Hill hosp from knee injury which he sustained in fall. fall. Henry F. Krecke, of Metro's

foreign department, recovering from appendicitis operation at Mt. Sina hospital

Jack Kramer, member of Bur-lesque Artists Association, also an organizer for American Federation of Actors.

of Actors.

Gus S. Eyssell, secy. Radio City
Music Hall Corp., and Russell Markert, stage producer at M. H., sailed
Saturday (5) for Bermuda.

sturday (5) for Bermuda.

Police department doing okay in eliminating panhandlers from streets at hit legit intermissions. Requested by Leogue of N. Y. Theatres.

In Hollywood, Eddie Cantor runs away for week-ends at Palin Springs to fashion his radio shows. Here he can be consulted to the can

habit for him to wear the chapeau indoors.
Frank Kennebeck, Paramount sales chief in India, sails today (Wednesday) from New York-for home. Kennebeck goes to Italy from Cherbourg, and reaches Bombay about March 29. Gere Krupa from Bennsencoodram band creating discent among hoof hounds at Pennsylvania hotel. Quit to form his own crew after hitting all time high drummer figure of \$500 weekly. Eastern finger-pointers can't understand why rains and floods don't do anything to interrupt scheduled Rose Bowl games. Santa Anita handiaps and yet can postpone an Academy sward baiquet on account of train.

Academy was a surface only femme of rain.

Marjorie Lawrence only femme met singer who actually rides the horse through the flames as Brunnfilde in finale of Goetterdaemmerung. Others walk nag with halter. She keeps in trim at Central Park daily.

halter. She keeps in trim as com-Park daily.

Amelia La Pell, of France and La Pell, balancing act, again in hos-pital with head injuries sustained when she fell from pole perch while performing at Astor hole! Sunday (6). Sixteen stitches taken in head from similar accident at another N. Y. hotel last year.

## Pittsburgh

By Hal Cohen

George Tyson down with neuritis. Joe Hiller had his adenoids clipped.

John McGreevey to St. Petersburg for visit to his family.

Darrell V. Martin, Rosalind Wik-inder to wed in April

'Y' Playhouse's next will be Ernst Toller's 'No Morc Peace.'

Toller's No Morc Peace.

Vince Barnett and fruu hore for a week's visit with his folks.

Darrell V, Martin-Roslind Wikander marriage set for March 2!.

Enright Kiddie Club celebrated its fourth anniversary Saturday (5).

Betty Benson home resting after 26.
weeks at Benny the Bum's Philly.
Joe Hiller had his adenoids clipped and George Tyson getting over neuritis.

Titis. Vas 1950n getting over neuDave Selznick at Johns Hopkins together the state of the treat allMary Rolf Minar Fundation for throat allMary Rolf Minar (Continental Bar).

John Maloneys off for Florida 3 Guardsinen.

vacation, C. J. Lattas leaving next

week,
After several false starts George
Jaffe is finally off on his Hot Springs
vacation.
Golf bug John Goring has installed
a driving range in the basement of
the Fulton.

the Fullon.
Libel' cast tossed a backstage
party for newlywed Richard Crists
(Eda Toldi).
Jack and Honey Wilson to the
King Edward hotel, Toronto, for
three weeks.

three weeks

"George Luddeckens playing leading role in Playhouse's coming 'Autumn Crocus."
Arthur Stone, of Cleveland Playhouse, making debut with local Playhouse in Libel.

Madeleine Skelly Foust planning
summer school institute for little

Dave Leff, indie exhibitor, and Libby Horowitz have announced their engagement.
Russ Smith in for visit from New York and 50 pounds lighter than when he left here.
DeBold Twins canceled Boston ritery engagement to be at bedside of their ailing mother.
Since Jimmy Totman switched from managing a house to hublicity, he's added 25 pounds.
Frederick Burleigh back from Inchanapolis to put Autumn Crocus' in rehearsal at Playhouse.
Elmer Kenyon is around for third time this season, currently ahead of Tather Malachy's Miracle.
Jack Walton and Don Battist have handed in their notices to band leader Herman Middleman.

## **Baltimore**

By Howard A. Burman

Lew Schecter to Florida. Samp Lampe handling show at Ad Club. Joe Helperin running for state

senate. Izzy Rappaport back from Cuban

acash.

Ed Kodell switching from WBAL sublicity to sales.

Len Trout and Milt Mann taking

publicity to sales, more publicity to sales, mover penthouse nitery. Leonard McLaughlin planning stock season for Maryland. Lou Rome elected president of newly formed Variety Club. John Carlin planning extensive improvements to Carlin's Park. Roy Bergere and Joe Young partners in new talent booking setup. Adolph Furman and syndicate taking over Pleasure Island Beach. Mac Weinberg getting, Broadway nibble for new play. Double Feature.

## Minneapolis By Les Rees

Metro holding exhibitor invitation showings of Merrily We Live' in key spots throughout territory. Four winners in Metro-Star talent fluint-contest leave March 11-on-two-week Hollywood excussion.

J. D. Goldhar, United Artist' district manager, off for Milwaukee, Chicago and Detroit after brief stay here.

Ray Copeland, Paramount's Des Rouses branch manager, here for conference with Havold Field, Iowa circuit owner. All the Conference with Havold Field, Iowa son, local Monogram franchise hold-ers, in St. Louis for conference with W. Ray Johnson.

ers, in St. Louis for conference with.
W. Ray Johnson.
Harry. Hirsch back from Florida
vacation. Preparing to reopen Gayety (stock burlesque) March 18, with
Ada Leonard Back St.
W. C. Gerlinger St.
W. C.

## Bills Next Week

(Continued from page 53) PITTSBURGH

Hurlem Casine

Harlem Gastad
Jimmy, Waddens OrRhythm Fals
Larry Steels
Litelen Wies
Davis & Davis
Snatching George
Emma Smith
8 Harlemetres
Lillian Young
Connie Berry

Hotel Henry Ralph Harrison Or

Hatel Schenley
Hawily Haum Ore
Freda Lazier
Buzz, Aston
Hatel Webster Hall
Major Olmes Ore
Helen, Martin
Johnny Duffy
Hotel, William Penn
(Grill)
Kind's Associated

Bill Green's

Nelkiton Noble Orc
Bilth Chidwell
Hick Floyd

Jessle Wheatley Carmen Jessle Wheatley Phyllis Merie, Lind & Maso Geo Clair New Penn Carl Moore Ord Nixon Cule H Middleman C

H Middeman Sally Hughes Gale 6 Gulve White Historie Miller Augelo Di Pali Nut Club BIR Rector. Digwills

Brad Hont nza Cufe Jimmy Peyton Adele St. Chair L. Crelone Sophisticales Joe Thomas

## London

Jack Hartfield back from Paris. Ethel Mannin divorced by John

orteous.
Irwin Dash back at work after flu
ind leg injury.
Jeffrey Bernerd expects to be in
lew York early in May.
Mrs. Roy Fox in nursing home,
etting over minor operation.

Sara Seegar and Ruth Cleeve off Switzerland for fortnight's skiing Ed Ryan said to have Leslie Banks interested in 'Lovers' Meeting' for

'Autumn' going on tour following end of five months' at St. Mar-tin's, March 5.

William Haines to do a little nterior house decorating for the rving Ashers,

Frank Boor, London Hippodrome house manager, back in harness after two-month illness.

wo-month illness.

Gracie Fields seeing off her parons when they sailed for Hollywood
o see daughter Betty

Billy Bennett to do his first full
ength picture. Almost a Gentlenan, for Butcher Flims.

Julie Suado to star in Night Alone for Welwyn Studios, Ltd., a subsidiary of Associated British Pic-

ures.

ABP bought film rights of 'Black
iir light,' play at Duke of York
heatre. Goes into production in

Harry Green reading new play which he intends to present in West End. His Welcome Stranger lost \$10,000.

Dawn Lazarre, former American howgirl, presented husband, Michael afone, with a daughter, born in ondon, Feb. 23.

London, Feb. 23.
Percival MacKay has leased the
Bristol Grill, one of the old niteries
the West End, which he
operate with his own band.
As soon as Film Quota Bill is
passed, Irving Asher has line-up of
15 pictures for Warner Bros. Condon), for this year and 20 for next
wear.

year.
Frank Ruben to Paris to confer with Cliff Fischer anent the song numbers he is to inject in the new Fischer show at Les Ambassadeur, Paris.

Paris. July at Les Ambassadeur Phil. Bushell, tutoring, Charles Laughton and Vivien Leigh in dance routine for St. Martin's Lane, the second on of the Laughton-Pommer film combination.

Laughton and Vivien Leigh in dance routine for 'St. Martin's Lane,' the second film of the Laughton-Pommer film combination. understudying Bobby Flowes in 'Hide and Seek,' the Hippodrome musical, presented to dowager Queen Mary during a charity performance.

Geoffrey Sumner, who made a terrific hit in a small character role in the short run 'Mirabelle' at the Yaudeville, has been signed by Associated British Pictures. See 100 Men and a Girl (U.) They feel that Deanna Durbin's first. Three Smart Girls,' was a giyeeaway at 25% to 33%. "The Girl-in-the Alice Blue Gownnew number by Ross Parker, unknown Manchester boy, unearthed by Irwin Dash, is a hit, although selling at 25c. Usual price for this by Dosephine Houston signed for Firth Shepherd musical. Part was to have been given to June Knight, but salary differences muffed deal. Jack Donohue to stage dances in addition to playing the juvenile role.

Romney Brent was to do his original part in Three Men on a Hoseptel dist minute, due to the BBC failing to get permission, from owners of show.

## Sydney

Joe Hummell on New Zealand biz visit for Warner, Norman B. Rydge has just completed 0.0 of Greater Union chain. Tivoli management renovating ace Sydney house for vaude-revue presentation.

Charles Chauvel has commenced shooting new film. Thunder Over Desert, for Expeditionary Films.

Dino Borgioli, Italian tenor, making a series of appearances for Australian Broadcasting Commission in Melbourne.

rauan Broadcasting Commission in McBourne,
Bob Dwyer, who came with Marcus show, has joined up, with Australian Broadcasting Commission for a scries with Jim Davidson's band.
British men are still wondering when they'll get a break into the acer's in Sydney. So far this year, with one exception, it's been all Yankee.

with one exception, it's been all Yankee.

Greater Union Theatres, getting along nicely since solo try, with boo holding up strongly all theatres, '100, Men, and Girl' (U) and 'Night Must Fall' (MG) gave chain grand starthere.

Biz continues up for Williamson. Tait with 'Okay for Sound' at 1tis Majesty's, Melbourne. Show will be hayed in Sydney, on completion of Balalaika' season, which still pulling heavy trade.

Looks like Tamiania will soon see two chains battling to cop biz in a big way. Hoyts plans a break through Snider-Dean and it is learned that Greater Union, which already.

established, will pep up own theatres

established, will pep up own theatres to meet any opposition.
Cinesound will put another film on the floor following competion of Let George Do It, comedy with George Wallace. Underided whether new one will be 'Robbery Under Arms,' or something more sophisticated. Ken Hall plains for continuous production throughout 1938.
Dick Shatto, who was formerly connected with the exhib end before Joining with British Empire Films, with British Empire Films, with British Empire Films, with the will be the connected with the chibe of the connected with the will offer to exhibs.

## Copenhagen

By Victor Skaarup

English swing trumpeter onella gave four concerts eats sold within one hour.

Twentieth Century-Fox out Robert A. Low in town, odil Kier, 20-year-old prima National Theatre.

Mills Bros. gave two concerts. All eats sold within half an hour. Most lassical big shots, like Nathan Mil-tein and Mischa Elman, play to alf empty hous

half empty houses.

'Curly-headed Baby' looks like a coming hit, arranged as waltz. Since revival of seven-year-old tune Little Pal,' most publishers busy digging up their old tunes for reissue.

up their old tunes for reissue.

Death of Gosta Ekman dealt Svensk Film-Industri a serious blow. Ekman had almost finished playing in Gustav III, which now has to be shelved. Insurance only covers small part of loss.

Luxurious legit Norebro, which has ruined several managers, and has not had a real success in its five-year old life time, now tries something new. Each evening at 7 a revue is presented, at 9:30 there's a comedy. Theatre is cleared between performances. Prices are on cinema level.

## Show Biz Yen

(Continued from page 1)

legiters, directed by Mitchell Gray-

Problems are increasing daily for Problems are increasing daily for Couis Schaffer, executive-director of the International Ladies Garment Workers Union revue. Pins and Needles, at the Labor Stage, N. Y. Trouble is that since the show's click all the garment workers have been bitten by the thespic bug—and most of the cases appear to be incurable.

With the \$40-a-week minimum rated better than what the cloak and suiters earn at their regular jobs, the string of applicants from the garment shops is increasing daily. More than the coin involved, however, the old-lure of greasepaint.

After the show's trip to the White House last week all the ex-needle-and-threaders returned to tell their friends the inside stuff on the Exec Mansion and describe how it feels to emote before the Prez and shake the First Mitt. First Mitt.

First Mitt.

No. 2 company of Pins, which is going on the road and will open in Washington, has a truck driver, Harry Cohen, playing one of the principal parts. He is a member of the ILGWU, however, resulting from a jurisdictional fight with the teamsters. which was settled by having ILGWU pay a per capita tax to the teamsters. He belongs to ILGWU because he delivers garments.

Stated by Shaffer that one girl was forced out of the second company when it was found that she was a when it was found that she was a millitery worker and not a garment worker, although she had taken out a card. Shipping clorks who are members of the ILGWU are in the second company, cast of which is not made up entirely of those from the shops. They are members through the vertical CIO setup of the union. Third company is presently being

No. I company gave its 100th per formance last night (Tuesday).

### F. D. R. Sees 'Pins' in D. C

Washington, March 8.

Command performance' of skils from Pins and Needles, was greatly enjoyed by President Roosevelt last week. Eleven of the revise in week. Eleven of the revue's 19 per-formers ran through nearly a dozen bits in presence of the President, Mrs. Roosevelt and a few hand-niked finnests.

preked guests.

Show was arranged by Mrs. R. who had seen it previously. New York. Said the Chief. Exer was entertained and impressed with the so-ciological satire. Incident was joint of the Covernment's cetchyration of the Labor, Department's 25th hithirday.

## Hollywood

Davelle Alexander trained in from Florida.

VARIETY

Alice Faye recuperating from in-

David Loew back after a month in

New York.
Sol Lesser the weeks of sunning. the desert for tw

Steve Hannagan here from Man-attan on business hattan

Sam Levene back from New York for Metro's 'Yellow Jacks'

ior metros Yellow Jacks.

Ben Blue's new home at Encino
will have an all-glass roof.

Edward Kaufman home
three-week vacation in N. Y.

F. Gordon Spencer, Nova Scotia
exhibitor, seeing Hollywood.

Don King, Paramount studio flack, mending from sinus operation.

Arthur Fields, Metro's general sales manager for France, a studio visitor.

Ben Blue leaves March 21 for New York to start a five weeks p.a. tour. Dave Warner quit Cooley-Ullman gency to open his own talent of-

Ray Middleton, Paramount war-bler, off-for series of midwest one-nighters.

Catalina D'Rezell, Mexico City playwright, seeing Hollywood for first time.

Itst time.

Tom Quigley, former music publishar, back to Chicago after his first.
Coast visit.

John W. Considine, Jr., back at Metro after two-week vacation at Arrowhead.

Arrowhead.
Anthony Jenkinson, London Daily
Sketch scribbler, here to do personality tales.
Irving Rapper, Warners dialog director, purchased a new Hollywood
hiside haclenda.

Anthony Quinn and his bride, Katherine DeMille, entered Los An-

Eddie Mannix, off for the east, will split his month's vacation between Manhattan and Miami. Myrna Loy's picture adorns cover f year book of Venice (Calif.) High

chool, her alma mater.

Lee Katz has gone to Placerville, Cal., to collaborate with Ernest Booth on a yarn for Warner's Booth on a yarn for Warner's.
Frank L. Gates, of New York, in charge of insurance matters for Warners, at studio for confabs.
Laura Whitbeck, Frank's frau, pulling out March if on second European trip in little more than a year.

ropean trip in little more than a year.
Eddie Schellhorn, recently transferred from Paramount's home office to the studio, hospitalized by bronchial ailment.
Rudy Vallee will be hosted today of the studio of the

dle writers and stories.

Gene Autry, newest of film personalities, to become a groan-andgrunt manager, taking over contract
of Dude Chick, L. A. wrestler.

Mr. and Mrs. Harry English enroute to New York, where they will
take up residence. English was for route to New York, where they will take up residence. English was for years Coast representative of NVA. Donald Duck is squawking louder than ever since Leon Schlesinger signed Joe E. Marks to do the voice for a series of animated shorts to be called 'Daffy Duck,' Schlesinger also produces Looney Tunes.

## Chicago

Mrs. Warne Jones is the best bowler in vaude league.

Niles Trammel back at NBC desk after a Nassau sunning.

Alice Veit planning to visit the home folks in Montana.

Will Harris still gets royalty checks from 'Sweet Sue tune.

Jack Pollock the unofficial checkers champ of the Woods building.

Mort Singer and family to the Mardi Gras as guests of New Orleans mayor.

Mort Singer and family to the Mard Gras as guests of New Orleans mayor.

J. C. Stein to the Coast and Charlie Miller has moved into the top office at Music Gorp.

Har y Rogers cracked his knuckles on the automatic elevator doors at the Land of the Coast of the Automatic elevator doors at the Land of the Coast of the

## OBITUARIES

### EDGAR SMITH

Edgar Smith, 80, for 31 years a leading playwright and librettist, died March 8 at his home in Bay-

He entered show business as He entered show business as an amazieur, making such a hit that he left his father's gas fixture business to become actor. While touring in 1895 he met his wife, Nannette Nixon, the actress. She died last August. His son, Edgar Smith, survives. Poneral will be held tomortow (10).

### MAX M VOUNC

MAX M. YOUNG

Max M. Young 42, prominent eastern Ohio independent theatre operator, died guddenly Feb. 24, at Miami
Fla. where he had gone with his
wife and daughter to spen it he remainder of the winter. A heart attack caused his death.

Young, active Canton, O., for

tack caused his death.

Young, active Canton, O., for many years as a theatre operator was president of the Lyceum Theatre Co., Mozart Co. and the Reinhart Amusement Co., operating the Mozart State and McKinley theatres in Canton. At the time of his death he and his associates had plans complete for a new \$100,00 neighborhood theatre at Akron. His widow, a daughter and three sisters survive.

The body was returned to Canton for burial.

GEORGE RATH
George Rath, 42, for more than 20
years member of the Rath
Brothers, in vaudeville, died in Fort
Collins, Col., Feb. 24, of an intestinal

Collins, Col. FED. 22, us an introuble.

He retired from the stage about five years ago, making his home in. Fort. Collins, but before his retirement he had speth couple of years in the Ziegfeld company.

He is survived by his widow, the former. Ruby Smith, of the stage, and Interment was in Fort

GEORGE OFFERMAN
GEORGE OFFERMAN
George Offerman, 58, known for a quarter of a century in vaude as the 'Original Singing Nut,' died March 5 in Hollywood. After doing his act as a single in eastern cabarets and theatres he headed girl revue over Keith and Orpheum circuits. He was also in several Broadway musicals and five years ago trekked vect.
He leaves a widow, Marie, former activess; and son, George, Jr., film actor.

### MARIE LALLOZ

MARIE LALLOZ

Marie Lalloz, 47, Buffalo actres,
died in New York, Feb. 27, was
buried in Buffalo March 1 from the
home of her niece. In private life
she was the wife of Huston Richards,

actor.

A resident of Buffalo for the past 20 years, she appeared in legit road shows and in stock in various each ern cities during that period. She is survived by her-widower, brother, niece and nephew.

### FRED STONE

FRED STONE
Fred Stone, 31. radio announcer and songwriter, died March 1. Los Angeles following an operation. He went to the Coast a year ago to join the staff of Station KGFJ. His newest song number, Fog Bound, was optioned by a major studio a few days before his death.

Surviving, his widow and daughter.

## GEORGE S. KINNEAR

GEORGE S. KINNEAR
George S. Kinnear (and Frabito),
former vaudevillian, died in New
York Jan, 11.
Kinnear also played for three
years in Very Good, Eddie for
George M. Cohan. Later on he
worked in burlesque. A brother survives.

lix theatres, was drowned last week's California floods when a week's California floods when a b. dge collapse at Long Beach threw him into the turbulent Los Angeles river. A brother is the sole

ivor. Details hi the film section.

ANDREW MELVILLE

Andrew Melville, 52, one of three
brothers, famous for melodrama productions, died at Brighton, England,
March 4, of heart trouble.

The brothers wmed the LyceumPrinces and other theatres and
family has been connected with theatre ventures for the past two hundred years.

SAMUEL FRAZER
Samuel Frazer, 38, operator of
several Detroit cabarets, including
the old Oriole Terrace and the Paddock Bar, died March I in Detroit
of a heart attack.
During the world war he played
a clarinet in Sousa's band,

L. C. EDWARDS
L. C. Edwards, 39, operator of Pacific Sunset Club, Hollywood, and Sunset Club, Ocean Park, died March 3 at Bakersfield, Calif., from injuries received in an auto crash.

CALVIN L. WELCH
Capt. Calvin Lafayette Welch, for
many years a theatre operator, died
at, his home at, Salisbury, N. C.,
Feb. 27.

At one time he was the sole Salisbury operator, owning all houses there.

Lewis E. Stander, 63, father of Lionel Stander, stage and scre actor, died March 3 in Hollywood.

Joseph Rosen, 56, father of Sam Rosen, Columbia studio eameraman, died March 4 in New York,

## TMAT---League

(Continued from page 55)

number of producers' staffs but there

number of producers' staffs but there are plenty of; exceptions. In some quarters there was some skepticism whether some managerial offices would adhere to the new scales and that while the salary sheets may be signed for stated amounts, there is the chance of kick-backs. TMAT leaders say, however, that such a development will be dealt with whem findened. with when disclosed

that such a development will be dealt with where disclosed.

Regulations covering press agents, worked out by their chapter in the union, stipulate that not more than one show may be handled by one pa. outside of New York. Practice was that presentations under one management, when playing key stands such as Chicago. Boston and Philadelphi were handled by local representatives, with the road men forced to lay off.

Plan in New York, when the agent proced to lay off.

Plan in New York, when the agent handles more than one show, calls for the pa. to pay an assistant. Proposal that if the pa. has two shows he must engage an associate, whom he pays \$15 per week, this assistant to be mutually agreeable to the producer. It will, therefore, be incumbent the pa. to receive considerably more salary, the rule applying to additional shows, whether produced by the same or different management. If the pa. terresents, three productions the associate is to receive 200 weekly.

Multiple P. A. Jobs.

Whenever the pa. Argresant for

GEORGE S. KINNEAR
George S. Kinnear (and Frabito), former sudevillian, died in New York Jan, 11.

Kinnear also played for three Kinnear also played for three years in 'Very Good, Eddie' for George M. Cohan. Later on he worked in burlesque. A brother survives.

BEN R. Harney, 66, who was responsible for the widespread popularity of ragtime playing, which was the forerunner of the lazz and swing music, died in Philadelphia March of heart trouble.

CORA O'CONNELL
Cra O'Connell, age 34, died at the will 'Rogers Memorial Hospital Feb. 28, Saranae Lake, N. Y.
She was born in England and came to this country 15 years ago with the London Tiller Girls, Her widower, Joseph O'Connell, survives.

LEMUEL L. STEWART Lemul. L. Stewart, St, former advertising and publicity head of Pub-

penalty to those who tarried, and is applied to so-called emergency fund.

Last summer, when TMAT became

ctive and attracted most of the box office people into the membership, it

active and attracted most of the boxoffice people into the membership, it
was expected that the union would
be, supported by IATSE, and there
was talk of Joining the stagehands
under an autonomous arrangement.
No mention is now made of IA and
the union has no intention of proceeding further along such lines. Indicated that while certain IA leaders
addressed TIMAT meetings, the latter
felt that it was 'kicked around' by
the stagehands exees,
Early last week there was a strikeof ticket sellers at Madison Square
Garden, N. Y., with 14 out of the 21
in the box-office department, walk
ing. Picketing started at the same
time, Situation was quickly cleared
when Col. Klipatrick, the Garden
head, recognized the union. That
issue had been in negotiation forsome time, but the management
stalled, it is claimed. Also charged
that the reason for the walkout just
before crowds arrived for a hockey
game was the plan of the Garden to
start a commany union. game was the plan of the Garden to

game was the plan of the Garden to start a company union.

Minimum wage scales for treasur-ers at places of amusement outside of legit is being worked out. Under-stood that the Garden tickt. sellers will get \$8 per day, or \$56 minimum for a seven day week. Most of the bo. staff there were getting \$3.50 per day. TMAT will also contact the ball parks and the race tracks for agreements on pay, which has been much less than in other cities. It is the expectation that outdoor and other places of admission will con-siderably lighten the union's unemsiderably lighten the union's unem-ployment problem during the spring

## **BUDDY BAER QUITS:** EXPERTS ON LIMB

### By JACK PULASKI

Fight dopesters went haywire in forecasting the rise of Buddy Baer in the heavyweight division, for the 245-pound kid brother of Max quit in 245-pound kid brother of Max quit in the seventh round against Gunnar Barlund at Madison Square Garden, Friday (4). So the experts were chased to the showers—again. None could figure how the boy could drop the duke to the Finn. They discounted the latter's courage and took Buddy's for granted.

Buddy's for granted.

Recently, when the baby Baer knocked out a promising heavyweight mamed Hogan, he exhibited a terrific wallop. Result was all-round prediction that the kid was on his way to the top, observers led by the experts figuring Buddy would bring the world's championship baok to the Baer clan. Lowest price in the betting on the Bartuad meeting had Buddy favorite at nine to five and it was nearly three to one at ringside.

side.

Baer started out as if the match would be over quickly and he cut the Gunnar around the kisser with inside chops. As the battle progressed, however, it became evident that the under-dog could take it and fight back. Once Baer winced when struck to the body and that was the signal that Barlund's two-handed at lack was effective. In the sixth round both men were so tired that the bell was welcome. was welcome.

Yet in the seventh Baer came out fighting. He slugged continuously for the first minute, then was apparently discouraged that the other fellow was still upright. Gunnar began a counter attack, finding it easy to hit the huge target; backed up against the ropes near his own corner. Buddy's hands dropped and he looked towards his handlers, also nodding to the referee, who waved Barlund away. That was the finish and the probable end of Bacr's big-time ring aspirations.

Baer failed to uncover his creatived. Yet in the seventh Baer came out

big-time ring aspirations.

Baer failed to uncover his credited tethal right. Up to the moment when he resigned, the match could have been either fighters, and Barlund was as much surprised over the win as any Baer rooten. So were his seconds, one of whom collapsed, indications are those Baer brothers are prone to leave the ring while conscious, Max, having that idea when he was counted out on one knee in the Joe Louis affair. Barlund on the than fought in uphill, battle. He has a fair record in the ring over here, but still does not look like a topnotcher. The win over the over herc, but still does not look like a topnother. The win over the built-up Baer will mean much to him, however, and under proper handling should gather the sheckels. Max Baer will get the chance to redeem himself against Tommy Farratt the Carden this Friday (11). Farr beat him in London last year.

## 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, Bollywood and London. VAMETY takes no credit for these news items; each has been rewritten from a daily paper.

## East

Testimonial performance of 'Aida' at the Hipp Saturday offered a different cast for each act. To honor Alfredo Salmaggi, just out of the hospital after an auto accident.

Trailer show in White Plains April 4-10. Second annual event. Jascha Heifetz to Europe to fill professional dates.

professional dates.

Federal government opens tax evasion case against the Ringling show in N, Y. Claims that a net income of only \$4,000,000 was reported where the figure should have been \$10,000,000. Govt. charges extensive falsification of depreciation figures.

Interborough Rapid Transit to add 50 cars to handle Fair crowds next

50 cars to nancie ran crows syear.

Fire in a store next RKO's 58th
Street theatre last Wednesday partly
destroyed the arcade leading to the
auditorium, but did not injure the
auditorium. Audience gotten out
without panic through the side entrances.

auditorium. Audience gotten out without panic through the side entrances. Ballet Russe will wind up its fifth season at the Brooklyn Academy of Music May 6.

Program of monologs by Anna Gordon was presented at Hotel Barbizon Friday by Helen Bryan, Harbizon Friday Helen Bryan, Harbizon Friday Bryan, Harbizon Friday Bryan, Harbizon Friday Bryan, Helen Bryan, Harbizon Gorges, Kaufman said he liked Bachelor Born, so the east has presented him with a scroll of appreciation of his appreciation. Fire on the Berengaria haited its sailing Thursday. Salled empty Friday in Hirschass logasegers. Fire was in Hirschass logasegers. Fire the MacDougle Club reception Sunday, Alec Templeton at the piano.

Test of express streets in middown so successful they are now made.

ton at the piano.

Test of express streets in midtown so successful they are now made

tiud reception Sunday. Alec Templeton at the piano.

Test of express streets in midtown are still they are now made permanent.

Mercury cycle of Shakespeare's Mercury cycle of Shakespeare's King' plays held up until director Orson Welles learns whether it's a girl or a boy.

Ammiel F. Decker, of Pelham, says the new five-suit bridge cards from London are a lift from his own idea, copyright in 1933, only he used castles instead of crowns for the street of the s

Marc Bittzstein gave a mass interview to college journalists at the Mercury Friday. Told em all about the Mercury Friday. The Mercury Friday for Merc

ON. Lehman attended a party at the Brookin Straud Saturday when Show White Was shown some 3,000 of the Show Was shown some 3,000

No damage except by water, but many spent the rest of the night in the hotel lobby.

Toscannia presented last Sunday with the American Hebrew medal with the American Hebrew medal to the perform of the state of the

Wing project.

Bock beer due next Monday.

### Coast

Claire Dodd, film actress, filed suit in L. A. for a divorce from Jack Milton Strauss, charging he was critical of her housekeeping methods and called her 'stupid.'

Victor Jory and his wife, Jean Inness, will jointly direct the 15th annual staging of Ramona, outdoor play of early California, which opens at the Ramona Bowl, near L. A. April 23.

Edith Fellows, Columbia Pictures, singing moppet, assertedly owes \$1.

Says 39.93 to Mari Markoff, her vocal coach, according to a suit filed in Los Angeles.

Edith Fellows, Columbia Rictures, singing moppet, assertedly owes 1, 1999.99 to Mari Markoff, her vocal coach, according to a suit filed in Los Anzeles.

Margot Grahame, film player, was named in two suits in L. A. courts, the former press agent. Erman Pessis, filed a demand for \$300 back pay, and R. E. McIntyre, auto service station operator, asks \$123.

Was legal, the film comic and Vera (Illeana) Shuuvalova went back to Yuma Feb. 27 for a repeat on the later (Illeana) Shuuvalova went back to Yuma Feb. 27 for a repeat on the repeat of the station of the

## BIRTHS

BIRTHS

Mr. and Mrs. Bill Hamrick, Feb. 22, son. He is manager of Paramount theatre, Seattle. Coincidence is this; Doug Forbes; to John Hamrick, became a father of his first son and heir in June, 1935; Bill Hamrick followed ditto about 10 days later. A son was born to Mr. and Mrs. Forbes on Lincolir's birthday, this year; so Bill, when informed by Doug, said, It must be about time for us, too. Doug suggested it should be Washington's birthday, for the second son in the Hamrick family. And it was, Mr. and Mrs. George Pincus, daughter. in Chicago, March 3. Father is head of Shapiro-Bernstein music office in Chicago.

Mr. and Mrs. Floyd Calon, daughter, in Hollywood, March 4. Father is with NBC, Hollywood.
Mr. and Mrs. R. E. George, son, in Hollywood, March 2. Father is parlner in George & Moody agency.
Mr. and Mrs. Elogon geory.
Mr. and Mrs. Elogon Haight

ner in George & Moody agency.
Mr. and Mrs. George Haight,
daughter in Hollywood, March 1.
Father is film production exec.

## WHAT THEY THINK

Inet Substituting Albany, March 3

Editor, VARIETY:

Albany, March 2.

Editor, VARITY:

Last week you had a story that I, as manager of WOKO, have been appointed to head a committee to handle legislative matters for New York State broadcasters.

The story is incorrect in two respects: I am not manager of WOKO, and I am not chairman of the legislative committee. Harold E. Smith, General Manager of WOKO, was instrumental in organizing the New York State Committee of Broadcasters some seven years ago, one of the first state groups formed. As chairman of that committee he has watched legislation in the state and reported to all broadcasters on bills affecting radio. With the reorganization of the NAB and appointment of a state director, he will continue at least temporarily to look after legislative matters.

He is at present in Florida recovering from an illness, and as Assistant Manager of the station I am substituting for him. All credit for arousing broadcasters in 1931 and keeping them interested in legislative matters affecting them belongs to Mr. Smith.

Deuel Richardson, Asst. Mgr., Station WOKO.

Asst. Mgr., Station WOKO.

### WTHT'S G.Man Hartford, March 1.

Hartford, March 1.

Editor, Vantery:
In your issue of Feb. 23, I note an article captioned 'G-Man Scripts' under a Birmingham date line, stating that John. Bugas is being aired over WSGN in a G-Man program. Your article goes on to state that 'this marks the first of this type program ever to be atempted by the FBI."
I thought you might be interested in knowing that WTHT is presenting James L. Dalton, special agent in charge of the FBI, for the states of Connecticut and Rhode Island. In contrast to the programs being prepared in Washington, Mr. Dalton and myself have prepared broadcasts and are now in the process of puting them on the air each Monday ight at 5:15.
I personally arranged for this series on a visit with J. Edgar Hooin washington and have

I personally arranged for this series on a visit with J. Edgar Hopies on a visit with J. Edgar Hopies on the FBL. The series will probably consist of seven interviews pertaining to all the important activities and functions of the FBL.

Cedric W. Foster.

Manager, WTHT.

(WIOD, Miami, also claims it's 'the (WIOD, Minmi, also claims it's the first station' in the country to test a series of sustaining programs about G-Men activities, which has been prepared under direct supervision of J. Edgar Hoover, Programs feature FBI Agent R. L. Shivers, chief of Miami staff, in discussions of FBI activities and methods of handling cases of interest.)

## One Mink Coat Slighted

New York, March 2.

Editor, VARIETY:
Hell halt no fury like a woman
whose fur coat has been overlooked.
While I appreciate all the implied
bouguets hurled at us femme P.A.'s

While I appreciate all the implied bouguets hurled at us femme P.A.'s in your front-page piece, I am terribly hurt that you didn't mention my mink cost. In the first place, it's all blue-ribbon mink from wherever that you didn't mention my mink cost. In the first place, it's all blue-ribbon mink from wherever the second place, it was given to me by. Lauritz Melchior, a fact worth mentioning, even if "didn't mean a plug for one of my contented clients. And while I'm at it, why couldn't you have waited another two weeks before going in press on that particular angle? If you had held off until the Vanuer's for March 23, for instance, you could have included me in that slightly smug and self-satisfied paragraph beginning, "Attesting to the marital prospects are the presence of—" My credit-line would then have read: Constance Hope (Mrs. Millon Berliner, N. Y. eye specialist) as of March I?.

But, be that as it may (and will), it was a good survey, and I always, enjoy being among friends, mitwed, married or otherwise.

Sayler for seven years, but I am not his wife nor am I 'living in sin.' Mistakes will happen, but I think a little line of correction is in order, as there happens to be a Mrs. Sayler as well as a Mr. Barkertin. Marjorie Barkentin. (Mrs. William Slater Barkentin.)

[In deference to the girls who (In deference to the girls who were inadvertently omitted from the verme p.a. yarn for the record there are also. Emily Nathan, Helen Erstine, Jean McClure, Wilma Sos, Greda Grannett, Elizabeth. Ready, Dorothy Wilcox, Helen Hoerle, Helen Black. Agnes de Mille, Grace Roberts, Clara Weiss, Mada Cain, Amy Bonner, Marinoble Smith, Geraldine Sartain, Paula Gould, Virginia Morris, Suzette Stuart, Estelle Schrotte.]

### C for Paul, D for Dave New York, March 2.

New York, March 2.
Editor, VARIETY:
In the past, particularly over the phone, I have had trouble in having my surname recorded correctly.
It has been spelled at various times as: Katt-Kapt-Kap-Cappa-Kappe-Catt-and so on, ad infinitum; but that VARIETY, which has known me for years, should mistake my first name is almost more than I can bear, particularly on the front page.
The so-called head of the Radio Department of Consolidated Radio Artists, which is me is Paul Kapp; Dave Kapp. of the three brothers, the recording manager for Decca.

ers, and Decca.

Now, all together, Paul stands for Consolidated; Dave stands for Decca.

Paul Kapp.

Penartment, Con-Paul Ka Manager, Radio Department, solidated Radio Artists, Inc.

### Champ Shot Goes Pro

St. Louis, March 8.
Arlayne Brown, 21-year-old world's woman champion pistol shot abandoned her amateur status last week when she signed a contract to appear with the Wild West show of Ringling Bros.-Barnus & Bailey for the coming season. Instructed in the art of pistol shooting at the age of 12 by her father, Clyde E. Brown, an advertising man, she had garnered 32 rer latter, Cycle E. Brown, an advertising man, she had garnered 32 medals by the time she was 18. She was graduated from the Beaumont High School here in 1934 but did not engage in competitive shooting while a student.

### New Castle Closed

New Castle, Pa., March & Unless there is a change in that itude of Mayor Charles E. Mc

attitude of Mayor Charles E. McGrath and city councilmen, there will be no carnivals here this summer.
At a recent meeting of council, city firemen asked permission to sponsor carnival here this summer, but council turned down the request. Several here last summer left plenty of heat, city officials declared.

### Film Biz Data

(Continued from page 3)

will be held up for Arnold's consideration and he probably won't take over for a month or more. The West Coast probe is being handled separately from the other inquiries and complete picture. Department is proceeding along different lines, since the action—if any—in Southern California will relate to the consent decree, which has no application elsewhere. Several more weeks, at least will be needed to finish the examination of office records and quizzing of witnesses in the Los Angeles sector.

### O.O. 20th's L. A. Exchange

testing to the marital prospects are the presence of — My credit-line would then have read: Constance Hope, (Mrs. Milton Berliner, N. Y. eye specialist) as of March 17. But, be that as it may (and will), it was a good survey, and I always, training among friends, milked, married or otherwise.

Given Wrong Hubby

New York, March 3.

Editor, Valetty.

Having a perfectly swell husband to whom I've been married for 25 years, and three grown sons, imagine our surprise to read in the article on women press agents that I am married to Oliver M. Sayler. I have been the business, partner. Mr.

### HITS OMAHA BOOKERS

Atty Gen. Shuts 76 Chance Shops Okayed by City

Omaha, March 8.

Omaha, March 8.
Omaha bookie establishments,
numbering 76, were closed last week
by action of State's Attorney Genby action of State's Attorney Gen-eral Richard Hunter. Betting stalls will remain inactive for at least a month under temporary restraining order granted by District Judge Rine.

Deputies representing attorney

Deputies representing attorney general's office first made rounds gathering information, and following day every bookie in town, was served. Hunter first applied clamp by serving Nebraska News Service, wire-service which supplies info to all Omaha booths.

all Omaha booths.

Operators were running on semilegal basis under city council ordinance which assessed fee of \$500 annually from each-establishment. Attorney general asked support of
council to extent of repealing ordinance. Mayor Butter has pledged
willingness of council to act if Hunter can give assurance that his action
will stick against all operators large
and small.

Only remaining operator in town

and small.

Only remaining operator in town rumored to be Eddie Barrick, who has wire to private residence and is not open to public Barrick remained unprosecuted as state men could garrier no evidence.

## **Sponsored Floats** For Parades. Circus Idea

Meeting of 125 advertising agency execs and national advertiser reps was held at the Commodore hotel, N. Y. March, 7 for purpose of demonstrating a circus tieup with national accounts. F. D. Benham, publicist for Parker & Watts trick officiated and arranged.

Idea presented was to include com Idea presented was to include com-mercial floats, built and paid for by sponsors, in circus parades through various stands, were show would stop. Also some remuneration to go to the outfit for inclusion of the mobile plug. After demonstration ad boys were asked pos and cons of idea with majority reserving de-cision.

Tony Sarg among attendees to demonstrate his giant balloon ideas, etc. Also Tex O'Rourke on hand

## New Park Owners

Indianapolis, March 8. A corporation composed of local men bought Broad Ripple park last week from Oscar Baur at a reported price of \$250,000.

price of \$250,000.

The corporation, will be known as the Broad Ripple Park Corporation; with E, M. Costin, former Big Four Railroad executive, chairman of the board; Warren McCurry, president and general manager; Ewing L. Cox, secretary; and Fred L. Ellison, treas-

### Miller's Two-Day

San Antonio, March 8. W. T. 'Zack' Miller of San Antonio will direct a two-day rodeo in Hous-ton, Texas, March 26-27.

### PA. TOWN TABUS FAIRS

PA. TOWN TABUS FAIRS

Philadelphia, March 8,
Ban on all fairs and carnivals in
Coatesville, Pa', was voted by City
Council fast week. Acti backed
up previous pronunciamento by
Mayor A. R. Bergstroin. Tabu does
not apply to circuses.

Times are not good, and the little
money people have should not be
spent foolishly at fairs. Hizoner
edicted. Several fire companies and
other ganizations which sponsor
carneys are making plan to hold
them outside the city limits.

## DUSTIN' OFF A PARK

DUSTIN' OFF A PARK
Youngstown, Oo. March 8,
An ambitious construction program, first step toward the rehabilitation of Yankee Lake, district amusement bank will be surfed within the next two ceks. Paul Turko, owner-maniage has au nounced. Established several wears. nounced. Established several years page the park at the present to space the p

## 91 Yippee Shows in '38

Rodeo Assn. Sets Dates to Start in March and End in October-Prizes Guaranteed

## Zack Miller's Comeback

Oklahoma City, March 8 Oklahoma City, March B.
With the promise of a new financial backing for a war chest, Col.
Zack T. Miller has drawn plans, on
a campaign to recapture a large,
portion of his former 101 ranch.
Est maneuver—15—scheduled in
district court at Ponca City where
efforts to have set aside land deeds
assigned to mortgage holders will
be made.

ie. nd move will be carrying Second move will be carrying to the circuit court of appeals a de-cision by federal judge Edgar S. Vaught, in which Miller was refused a reheating on his petition to re-instate.

Identity of the financial backer was not revealed.

### Carter on the Job

Canton, O., March 8.

Canton, O., March 8.

Nick Carter, who last fall took out the Carter Bros. circus unit playing indoor dates in the middle west, who has had the train of the Cole Bros. Circus since its inception, will act in the same capacity with the Hagenbeck-Wallace circus this season and in addition will have charge of the concessions on this show.

show.
Carter handled the concessions for Carter handled the concessions for the Shrine indoor circus here sev-eral seasons and currently is at the Grotto circus, Cleveland, the same capacity. His indoor activi-ties will terminate at the Indian-apolis Shrine circus next week when he will return to Peru, Ind, where he will complete plans for the new outdoor

## Prophets Get Coin

Cleveland, March 8. Cleveland, March
Hoot Gibson's circus sponsored
Al Sirat Grotto went nearly
over last year's indoor show at c
auditorium, winding up with at
ance of 187,829 for thirteen days.

and the sum of the sum year. Circus troupe opened in auditorium of Butler University in Indianapolis Monday (7) for six days

### Jack Kearns in Bath

Detroit, March 8, Jack Kearns, ex-Jack Dempsey pilot and now co-manager of Heavy-weight Jimmy Adamick here, has filed involuntary bankruptcy here listing \$28,000 liabilities and \$150 as-

ts. Counsel said Kearns promised to Counser said Kearns promised to pay creditors '100 cents on the dollar if given six months to get things straightened out, and tha the peti-tion was only an attempt to gain more time to pay creditors.

## Wilson P.A'ing Ringling

Hollywood, March 8.
Gardner Wilson transfers to the Ringling-Barnum & Bailey trick as general press rep.
He will be succeeded at the Barnes-Sells Floto circus by Sam Stratton

### WARBLING FLATTIES

### W. VA. FAIR DATE

Charleston, W. Va., March 8.
Dates for county and regio at fairs
ave been announced by the West Dates for community by the West Virginia Fair. Association, J. B. Sydenstricker president, as follows: Glicenbile alley, Sept. 3.

digwha Pres. Sept. 3841, ay (Suma Class) - 2021, ay (Suma Suma Suma Sept. 3841, Simbonius County, ht

William Condition takton County, Sutton, Sec. 12 event county, 15 kwalker 19 m gon's Mutt all; days Suts M.A.

Salt Lake City, March 8,

Sall Lake Utty, macure of Under the aegis of Rodeo Association of America, 91 cities in the United States and Canada will stage yippee shows this year during latter part of March to end of September, Fred S. McCargar, Salinas, Cal., Fred S. McCargar, Salinas, Cal., R.A.A. secretary, informed local representatives.

Purses will be guaranteed to win-

reuses will be guaranteed to win-ners in eight events officially recog-nized by the R.A.A.: brone riding, bull, steer riding, bareback riding, calf roping, steer wrestling, steer decorating, single roping and team

deconating, single roping and team-roping.

Outstanding rodeos this year in-clude Chicago Round-Up, Oct. 13-30; Calgary, Canada; July 11-16; Chey-enne, Wyo., July 27-30; Pendleton, Ore. Sept. 15-17; Ogden, Utah, July 22-25, and Salt Lake City, July 21-25. Western States Shows of San An-tonio, Texas, was awarded the car-nival contract for the Salt Lake City pioneer festival.

## **CARNEYS SPEND** FOR NEW CARS

By BILL RICE

By BILL RICE

Thunderbolt, Ga., March & Down town Savannah thrilled to an old time minstrel parade last week when Earl D. Backers Colored Minstrels marched with 30 men and yellow gals in snapply uniforms. Band of 14. This a tent show that has been out all winter, but played the City Auditorium at 40c top to better than \$800 gross. Silas Green Big Colored Tent show that never knew we had depression played the Auditorium last November to over \$1,100 at 60c top.

Circus and carnival owners spending more money at quarters readying for the spring opening than in many years. Sure optimistic in face of the big business letdown.

McCoy Wild West, practically new from stake to train, leads in spending, with a 30-car all steel train. Nothing like their 48 baggage wagons ever used before by any tent attraction. Fellows also making seats for 9,000; 5,000 will be chair grandstand. This outiff said to be backed by O'Hara, the Providence, R. I., race track man.

Six railroad shows, an increase of two over 1937. Hennies Brothers, at Shreveport, La, winter quarters, burned 42 wagons and added 10 cars to their trains, making it 50 cars. Their fronts are a new idea to the carnival world, being built on wagons setting endwise. Wings will open up to make fronts 36 feet high and 48 feet wide. With hanging wings will spread 74 to 100 feet. Customers walk through length of wagon coming and going.

Next largest spender, Rubin Cherry Shows, and the World Garnival, Beld, Royal American Shows.

Mighty Shows, a fearnival, Beld, Royal American Shows.

Mighty Shows, and the World of Mirth, the Thunderbolt, Ga., March &

Mighty Sheesley Midway, Johnny J. Jones Shows, Beckman & Gerity Shows and the World of Mirth, the Guthrie, Okla., March 8.

Guthrie, Okla., March 8.

Veleran quartet of Oklahoma City At least 350 carnivals will take to policemen, the Flatfoot Four will the road this season, an increase of furnish the harmony for the four 50 or more. Fourteen railroad carnivadeo performances. connection vals, most all others using baggage with the annual Oklahoma (89er. cars and trucks, celebration here April 21-22.

### Geo. Mooser's Post

San Francisco, March 8.
George Mooser, one-time producer of Broadway legit plays and former for Metro-Goldwyn-Mayer, has moved into, top executive berth with the Golden Gate, International Exposition.

He is sitting close to H, D, H, C with a bit, a sistant, Latter recently appointed chief executive of the exposition.

rypolition Conneck and Muster fly to Los Conneck and Muster fly to Los Amores, min. Moser Jly (1) Los Amores, mir. E. bay by attend dimer ich bar e. been California group roll of the or offe jale and the Composition.

# LOOK WHO'S IN GARY'S ARMS NOW\*



\*"NOW" means March 25th when PARAMOUNT gives you the two biggest names in pictures . . CLAUDETTE COLBERT and GARY COOPER teamed for the first time in the comedy hit of 1938 "BLUEBEARD'S EIGHTH WIFE" with Edward Everett Horton, David Niven, Elizabeth Patterson, Herman Bing Produced and Directed by ERNST LUBITSCH

A Paramount Picture Screen Play by Charles Brackett and Billy Wilder • Based on the Play by Alfred Savoir • English Play Adaptation by Charlton Andrews



Published Weekly at 154 West 46th Street, New York, N. Y., by Variety-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. COPYRIGHT, 1988, BY VARIETY, INC. ALL RIGHTS RESERVITY RESPONDED.

Vol. 130 No. 1

NEW YORK, WEDNESDAY, MARCH 16, 1938

56 PAGES

# W BIZ ECH

## Radio's Rapid Growth

E. P. H. James, NBC sales promotion mgr., made comparative arithmetic the core of a talk he delivered before a group of Harvard Business School graduates at the New York Harvard Club last week. He had been invited by Theodore Streibert, WOR gen. mgr. and a director of the Mutual Network, to the weekly forum.

James said that it took 60 years to reach 12,500,000 telephone owning homes and 57 years to account for 22,800,000 electricity-wired homes, but it took radio only 17 years to show 26,000,000 homes with receiving sets. He also pointed out that the film industry had but 10,000,000 theatre seats to cater to as of Jan. 1, 1938. James added that altogether there were 37,000,000 radio sets, with 5,000,000 of them in autos and another 6,000,000 representing homes with extra receivers.

## Gov't-Backed Road Circuit Seen As **Best Plan for a National Theatre**

Fort Worth, March 15.

Plea for organizing the road as the best way of salvaging a national theatre from the Federal Theatre Project was expressed here Friday (11) by Burns Mantle, drama critic of the N. Y. Daily News, in a talk before the local woman's club.

before the local woman's club.

According to Mantle, those who wish to see a national theatre should stop thinking of it in terms of theatre buildings and stock company units and start thinking of it seriously in terms of a national theatre circuit. He claimed the road must be restored if the theatre is to prosper. It can be restored, he explained, only by the establishment of a circuit of paying theatres. Government can do more for the theatre, for the improvement of the drama and the encouragement of dramatists by helping in the restoration of the road than by any other way. Mantle stated.

tion of the road than by any other way, Mantle stated.

His plan, as outlined to the meeting, calls for the following:

(1) Organization of casts and the production of plays to remain open to general competition, stimulated by the guarantee of a circuit over which they can be routed. Circuit of national theatre units.

(2) Underwriting of the costs of transportation of selected and accepted plays by the Federal WPA

(Continued on page 50)

(Continued on page 50)

## **EXCELSIOR!**

Cal. Woman's Club Will Pay Actors In Fund Drive

Hollywood. March 15.

Bakersfield (Calif.) Woman's Club is one Coast fund-raising organization that believes actors are entitled to pay for their services, even at charity benefits. Instead of hamering the studios into line 15 supply free entertainment for its show March 24 at the Bakersfield Fox theatre, gals contacted a Hollywood booking agency, and posted \$3.500 to be laid on the line for talent.

As a result, George Jessel will top the bill, along with his moppet protege, Judy Starr. Other acts include Gene Austin, with Candy and Coco, Polly Moran and Al Norman, the Four Collegians and Lew Frohman's band.

## **FAKE HORROR** 'SHOWMANSHIP' AT AIRPORT

BROADWAY AGENTS'
PARK AVENUE 'ROUTE'

A couple of Broadway private function bookers have tied themselves up with society columnists on the New York dailies for leads. System evolved calls for scribblers to supply lists of names and approximate dates of planned functions of prospects. Info is anywhere from one month to three in advance of gathering and covers weddings, debuts. Junior League shindigs, showers, bachelor dinners, etc., where talent may be used all fresco, or a small show arranged.

Bookers thus get the beat on the competition including addresses and telephone numbers, latter frequently a secret, and background material of family requirements, etc. Oklahoma City, March 15.

# PRODUCTION HEIR

Hungarians, Outside Hitler's Football Field, Believe That They Will Benefit in Screen-Stage-Cognoscenti Activity - Meanwhile, in New York, the Emphasis Is Away from Viennese Motifs

### AFFECTS WIDELY

Budapest, March 15.

Budapest, March 15.

Historic political events of the past few days has local showmen excited over the strong likelihood that the cultural, theatrical and film production activities of mid-Europe may be centred here. As Austro-German anschluss is realized, the restrictions against a free artistic rein in Vienna, similar to the Nazis' 'Aryan' restrictions in Germany, must indicate a greater show business scope in the magyar capital.

Prague, as the only other alternative for the Teutonic film and stage artists and artisans, isn't as likely due to the fact that the Czechoslovakian situation looms as the next political football between Hitler and the other European powers. Budapest, in an independent cultural and linguistic setting, is therefore more likely.

likely.

Besides, right now it is known that despite the recent Czech trade treaties with the United States, chiefly affecting shoes and kindred industries, the film business is still subject to a special parley between Prague and Washington, D. C. Hungary has no such headaches, and already one of the gayer capitals of Europe, even exceeding Paris in recent years, Budapest looms much more favorably as a potential 'Hollywood of Europe.'

Aside from the fact that Hungary

Aside from the fact that Hungary Aside from the fact that Hungary has fewer restrictions and imposts than Czechoslovakia, picture people consider surroundings more suited. Fact that it is a cultural center and has been developing film-making facilities in recent years is another factor.

factor.

It is possible that recently-completed or nearly finished features, turned out at Vienna, will be rounded out here, recaptioned and dubbed over so they can be released as Hungarian-made pictures. Several producers have already arrived in Budapest from the Austrian storm center and are considering this method as a means of removing any possible Nazi stigma from their product.

Removal of Austria as an indepen-Removal of Austria as an independent market and placing it under full Nazi domination over the weekend was considered by foreign departments in N. Y. as another blow to the world market for U. S. pictures. Whatever amplies or applied

(Continued on page 21)

## SEE BUDAPEST AS | Pastor, Himself an Accordionist, Wars Against Swinging It on the Sabbath

### Gospel Jam Session

Philadelphia, March 15.
Negro church here airing a
Sunday morning swing session.
Pastor of Friendship Baptist
Church is a modernist who believes he can snare jitterbugs
with honey, etc.
Instead of an organ, devotional music is provided by hot
piano, steel guitar and a sax.
Also a vocalist who gives out
a la Louis Armstrong.

## **ODDITORIUM TO** BEAT FAIR

Deal on for freakster Robert L. Ripley to take over Warners' Hollywood theatre, Broadway at 51st street, New York, some time this summer to present an indoors Beiteve-It-or-Not Odditorium. Exhibits, gimmick peddling concessions, etc., would be on other floor of the theatre building.

theatre building.

Contract is reported to be for a term of years with options, starting around Aug. I. Ripley wants to get in ahead of the forthcoming World's Fair of 1939 and then cash in on crowds during the Fair period. Understood Warner getting 10% of the gross against a minimum of \$39,000 annually. annually.

annually.

Likely that Ripley will use the second floor of the building as well as the theatre on a sideshow setup. Radio station WMCA moves into two upper floors (including Friars Club penthouse) of the same building seme time next month. Also possible that Ripley's radio broadcast may originate from the theatre as a ballyhoo although be gels cuffo space from National Broadcasting Co.

## Outdoor Showmen Foresee Epidemic Of '7 Dwarfs' Sideshows

What outdoorers think will be a fad by summer is the use of Snow White and Seven.Dwarfs characters (McCoy midgets and dwarfs) in car-nies, circuses, etc., forerunner being Fred La Reine's tieup with a trick stepting in June starting in June.

Buffalo, March 15.

Tayern operators around Buffalo are beginning to get the jitters over the crusade now being carried on by an accordion-playing preacher. Latter is Dr. George W. Cooke, pas-Latter is Dr. George-W. Cooke, pas-tor of Trinity Methodist Episcopal Church, who makes the round of these spots on Sunday. After trying to sit in, on a jam session with the presiding combination, the clergy-man steps into the spotlight to ex-hort the patrons to lay off swing for the Sabbath and put the day aside for worship.

for the Sabbath and put the day aside for worship.

First spot he invaded last Sunday was Andy's Place where the Sunday atternoon jam craze started. With his accordion slung over his shoulder he stepped up to the platform to sit in with the four-piece combination when somebody asked him to produce his union card. He had none; so he wasn't permitted to jam. The sermon followed.

He told the 200 patrons to remember the impending Easter season and that Sunday was not for engaging in 'immoral contortions' and 'listening to degrading music in hell holes. At the next spot, the Arms Tavern, he sang a hymn and said that he wasn't there to spoil their good time but to warn them that what they were doing lead straight on 'the path of hell.'

By the time he got to the Silver Grill the management had been tipped off. The preacher was talked out of his song and sermon, but he warned he would be back next week,

Tavern keepers are afrait that public opinion may get behind the cleric who has been threatening to appeal to the mayor and the police commissioner to end the Sunday jitterbug session.

## FRIDAY'S NOW NO. 1 **WEEKDAY SHOW NIGHT**

Best weekday night in the theatre-today is Friday. That applies to picture houses as well as all other theatres. This is a shift from the old Wednesday or Thursday peak.

Lestington the this control of this control of the this control of this control of the this control of this control of this control of this control of the this control of the this control of this con

scale prices as on Saturday.

Trade organization check revealed that Friday night has been tops for week days for some time, but many exhibs have been slow in recognizing it. Shift away from Wednesday-Thursday has been in progress for the last eight or 10 years, but decidedly noticeable in the last five years. years.

starting in June.

La Reine has effected a tieup with
RKO whereby he can reproduce the
masks, etc. of the Diancy fulllengther. RKO publicists have given
and for laboring class. This all
itures in making Friday an ideal
as it ties in with the film.

## Metro Bags 5 Academy Awards; WB, **Col. Land 3 Each: Acting Honors To** Tracy, Ramer; 'Zola,' McCarey Tops

Hollywood, March 15.
With 10 studios figuring the past year's horors, Metro walked away with the lion's share of the major achievement awards of the major achievement awards of the rangemy of Motion Picture Arts and Sciences, bagging five. In second apot were dead-heated Warners and Columbia, each grabbing off three-statuettes. Oscars were passed out at the 10th annual banquet last Thursday (10) at the Hotel Biltmore, L. A.

Up at the fore; too, was 20th-forwith two plums, plus the eagerly sought. Irving Thalberg Memorial trophy, which went to Barryl Zanuck, personally, in recognition of his, producing 22 feature films during 1937, and for the most consistent high quality of production achievement by an individual producer.

Outstanding persons of the motion picture industry, numbering 1,400, in gala dress and mood, wined, dined and listened to ballot tabulations and laudatory speeches, then con-

sala dress and mood, wined, dined and listend to ballot tabulations and laudatory speeches, then congratulated the winners as they ispped up to receive the symbols of the highest excellence in production, performance, direction, writing and technical contributions. Occasion of the awards celebration is Hollywood's annual red better night, and this year the townstolk made the most of it.

All but three of the honorees were present to receive their Oscars in persons. They were Spencer Tracy, selected for the best performance by an actor, who is recuperating in a

selected for the best performance by an actor, who is recuperating in a Los Angeles hospital following a major operation; halles Brady, winner of the price for the best portrayab by a supporting player, who is bedded at her home with a broken ankle, and Pete Smith, given the nod for his Metro color short, Penny Wisdom, confined to his home by flu. Honor to Tracy. was based on his work in Metro's Captains Courageous, while Miss. Brady was selected for her artistry in 20th-Fox, In Old Cheago."

lected for her In Old Chicago

Rainer Only Repeater
Present, however, were Luise Rainers, selected as best actress for the
second consecutive year, and picked
for top femme honors of 1937 for
her performance in Metro's The
Good Earth; Joseph Schildkraut, for
his assective a cleare activation of Good Earth'; Joseph Schildkraut, for his supporting player contribution to The Life of Emile Zola', and Leo McCarey for his direction of Columbia's 'Awul Truth.' William Wellman and Robert Carson copped for their original story on Selznick-International's 'A Star Is Born', 'Karl Freund, for his photography on Metro's The Good Earth', Jack Warner, who accepted the bows for the best production prize, which went to The Life of Emile Zola', 'Norman Reilly Raine, Heinz Herald and Geza Herczeg for the best screen play, 'Zola', Harry Owens, for his song number, farry owens, for his song number, Raine, Heinz Herald and Geza Herczeg for the best screen play, 'Zola', Harry Owens, for his song number, 'Sweet Leilani,' used in Paramount's 'Waiklik Wedding', Hermes Pans for his dance direction in RKO's 'Damsel in Distress', 'Charles Frevin for his musical scoring on Universal's '100 Men and a Girl', Robert Webb, for the assistant direction of 20th-Fox 'In Old Chicago', Gene Havlick and Gene Milford for their editing on Columbia's Lost Horizon', 'Thomas Moulton for 'sound recording on Samuel' Goldwyn's 'Hurricane', 'W. Howard Greene for his color photog-Samuel Goldwyn's Hurricane; W. Howard Greene for his color photography on Selznick-International's AS I Is Born; Stephen Gosson for the art direction of Columbia's Lost Horizon'; Walt. Disney, and Jack C. ertok for their short subjects.

Special for Sennett
Three special awards were made
by the Academy itself this year, a
gold statuette going to Mack Sennett, designed by the body as 'masRKO's Dansel in Distress.

### Add Flood Headaches

Baltimore, March 15. Mac Weinberg, figuring Spen-cer Tracy had best perform-ance Oscar in bag, booked re-turn of Captains Courageous' into Little theatre here to open a week ago Friday (March 4), day after Academy awards were to be announced. Came the flood and with it a week's post-ponement of the dinner.

ponement of the dinner.

Tracy award announced on night picture ended run at Little. Weinberg not very happy about the whole thing.

ter of fun, discoverer of stars, a sympathetic, kindly, understanding comedy genius, who created a last comedy genius, who created a lasting screen comedy technique, the basic principles of which are as important today as they were when first put into practice. Edgar Bergen was handed a miniature Oscar, made of wood, for his outstanding comedy creation, Charlie McCarthy. Scroll vertificate was presented to Museum of Modern Art, New York, for having amassed a flam library covering pictures made from 1895 to the present, and making the history of the development of the motion picture industry available to the public.

lic.
Special awards were made by the technical: division of the organization to Agia-Ansoc Ocp., for Agia Supreme and Agia Ultra Speed Pan negative: Walt Disney Productions for the design and application to motion picture production of its multiplane camera; the Eastman Kodak Co. for two fine-grain duplicating film stocks: Farciot Edouart and Paramount Pictures for the development of Paramount dual screen transparencies camera set-up; and Douglas Shearer and the Metro sound department for a method of varying the scanning width of variable density sound tracks (squeez tracks), for the purpose of obtaining an increased amount of noise reduction. Special awards were made by the

## **METRO ANTICIPATES HEAVY RE-BOOKINGS**

Metro is preparing to handle a rush of repeat bookings. Captains Courageous' and Good Earth' as a result of the Academy awards for best performances by Spencer Tracy and Luise Rainer. Key situations are already setting early dates, with runs expected to get under way later this week.

later this week.

Warner's 'Zola' and Columbia's
'Awful Truth' will not figure in any
repeat business because they are still
in the subsequent runs.

Both 'Courageous' and 'Earth' are

## **IA Referendum** Idea for Acad's **Technic Awards**

Hollywood, March 15,
Demand on the Academy that
awards in the technical divisions
hereafter be made on a referendum
rote by the IATSE is being studied
by membership, prior to consideration by George E. Browne, IA prey
due here late this month to discuss
unemployment situation with studio
heads.

Academy special committee has designated outstanding technical achievements of the year.

Understood IA would withdraw from all Acad participation unless technical vote restricted to members. Beyond saying they, were dissatisfied over present method awards, IA tops declined to amplify intentions. Among crafts in IA bracket would be cameramen and soundmen. IA has largest membership organization in studios.

### N. Y. to L. A.

Neil F. Agnew. David A. Bader. Irene Dunne. Jon Hall. Sonja Henie.

## The Winnahs

Irving Thalberg Memorial Award Darryl F. Zanuck, 20th-Fox, for his contribution to the screen through 'In Old Chicago,' 'Ali 'Baba Goes to Town.' Happy Landing' and Love and Hisses.

and Hisses.'
Production
The Life of Emile Zola, Warners.
Best Performances
Actor: Spencer Tracy, Metro, 'Captains Courageous'
Actress: Luise Rainer, Metro, 'The

Actress: Luise Rainer, Metro, "The Good Earth," Supporting Actor: Joseph Schild-kraut in "The Life of Emile Zola." Supporting Actress: Alice Brady in "In Old Chicago."

Direction

Leo McCarey, for Columbia's "The Awful Truth."

Original Story
William Wellman and Robert Carson, Selznick-International's 'A Star
Is Born.'

Screen Play
Norman Reilly Raine, Heinz Herald and Geza Herczeg for Warners
The Life of Emile Zola.

Song Number
Harry Owens, for 'Sweet Leilani,
from Paramount's 'Waikiki Wedding,
Dance Direction

Musical Scoring Charles Previn; for Universal's '100 Men and a Girl.'

Assistant Directo Robert Webb, for 20th-Fox 'In Old Chicago.'

Film Editing Gene Havlick and Gene Milford, Columbia's 'Lost Horizon.'

Sound Recording
Thomas Moulton, Samuel Gold-wyn's 'Hurricane.'

Cinematography Karl Freund, Metro's The Good

Earth.
In Color (Special Award): W.
Howard Greene, Selznick-International's 'A Star Is Born.'

Art Direction ien Goosson, Columbia, 'Lost

norizon.'
Short Subjects
Two-Reel, Black and White: 'Torture Money, produced by Metro's
Jack Chertok.

Jack Chertok.

One-Reel, Black and White: Private Life of the Gannets; produced by Educational for 20th-Fox.

Color: "Penny Wisdom," produced by Metro's Pete Smith,
Cartoon: The Old Mill, produced

by Walt Disney.

by Walt Disney.

Special Awards by the Acaremy
Gold Statuette—Mack Sennett, master of fun, discoverer of stars, a sympathetic, kindly, understanding, comedy genius, for his creation of a lasting screen comedy technique, the
basic principles of which are as important today when they were
first put into practice.

Wooden Deplined the Sisteative

first jut into practice.

Wooden Replica of the Statuette—
Edgar Bergen, for his outstanding
comedy creation. Charile McCarthy.
Scroil. Certificate Museum of
Modern Art, New York, for having
amassed: a film library running from
picturies made in 1895 to the present
time, and making the history of the
development of the motion picture
industry available to the public.
Special Awards by Technical Div.
Class 1. Award, Gold Statuette—

## **Deductions of 1937**

## By Jack Osterman

This the time of the year when all good men (and women) come to the ald of their country via the income tax route. It only took us a minute to make ours out and found at the finish the Government owed us 42 bucks. Of course, the one important thing in falling on income report is to find out just how many legitimate things you can deduct and so after a social conference with Messrs. Pierson and Rigney, who through the courtesy of Uncle Sam and Vantry have been making their headquarters in said office, helping various artists, we compiled a list of individuals and their deductables:

Garbo—Stokowski's vegetables.

Jimmy Walker—Flower for Betty's shop.

Garbo—Stokowski's vegetables.

Jimmy Walker—Flowers for Betty's shop.

Harry Richman—Thousand slugs for pingpong balls.

Dick Merrill—Thousand slugs for Richman.

Fannie Brice—One of the seven dwarfs.

Billy Rose—Bathing suits and water wings.

Milton Berle—Seats for Ma and relatives claiming he is dependent on them for his business.

on them for his business.

El Morocco—Expense incurred by John Perona for chiropractors.

for his back, due-to-so-much-bowing to Jimmy-Roossvelt.

La Conga—Expense incurred by Peter Arno doing a "face on the
LaConga floor" one night horizontally and then refusing to draw a
caricature of the Cuban hang-out.

Saily Rand—Bubbles and fans.

Sally Rand—Bubbles and fans.

Nat Nazarro—Buck and Bubbles.

Benny Goodman—Expenses he assumed for ambulance service to Bellevue for any member of his audience that needed one.

Vincent Astor—Fishing tackle for the President.

Pres. Roosevelt—Fishing tackle for Astor.

Tommy Manville—Depreciation on his typewriter and peroxide for.

brunets.

George Jessel—Long distance calls to his Mother via radio.

Eddie Cantor—Long distance calls to Ida via scripts and the kidavia the McCoy.

Jack Benny—Deduct The Bee.

Phil Baker—Deduct The Beetle.

Bottle—Deduct Baker.

George M. Cohan—Those nightly touches.

Sam H. Harris—Split half with George and deduct.

We could go on for pages, but we'll merge Al Jolson, Ben Bernie and Bing Crosby by telling them if they deduct Sand Anita they're off, the nut. If we left out anyone, as the ole maestro would say, Folgive me, folgive me.

Thoughts White Thinking

Went to the opening of The Hill Between... best second act we ever spent in Sardi's... had interesting chat there with George Jean Natham... so pleasant he dight even criticize the waiter... heard Paul Whiteman's 'Park Avenue Fantasy'... delightful arrangement even without a Pekinese... Thanks, Gus Edwards... remember we owe it all to the first carnation you bought us... Success to Maybelle, who is carrying on her late husband, Milton Weil's music business in Chi... her first song is 'I'm Still Yours' and that goes for us, Maybelle... Shavo Sherman (mimic) is glad Durante is back in pictures, otherwise he was going to sue him for non-support.. Happy to hear Anatole Friedland, now Atlantic City's No. 1 citizen, who writes he's getting along so well... discussions about hit shows get us down... we really think it's foo bad that nobody likes 'I'd Rather Be Right' except the public.

## SAILINGS

April 16 (New York to London) R. Kent, Walter J. Hutchinson

S. R. Kenn, 1985.

March 30 (New York to London),
Beatrice Lillie (Normandie).

March 23 (New York to London),
Mr. and Mrs. Sam Goldwyn, Mr. and
Mrs. Douglas Fairbanks, Sr. (Berenswis).

March 23 (London to New

garia).

March 23 (London to New York).
Carroll and Howe (Normandie).
March 17 (New York to London),
Richard Aldrich, Robert T. Kane
(Bremen).
March 16 (London to New York).
Rene Huisman (Queen Mary).
March 16 (West Indies Cruise),
Irwin Shaw, Harold Clurman, Molly
D. Thatcher (Oriente).
March 13 (New York to London),
Robert T. Kane, Monte Banks, William Conselman, Gertrude Niesen
June Clyde, Jooss Ballet, Natalie
Kalmus, Mr. and Mrs. Vincent
Sheean (Paris).
March 10 (West Indies Cruise).
Sammy Weisbord (Lafayette).
March 9 (New York to Paris),
Elmer Rice (Washington).

## **ARRIVALS**

Suzanna Marie Bertin, Mrs. Ellison. Hoover, Vinton. Freedley, Mr. and Mrs. Donald Moffat, Moss. Hart, George S. Kaufman, James Corner, William Swetland, Harold Walduidge, Helen Gilette, William Mendrik, Henry McCollum, W. P. Lipscomb.

Agfa-Ansco Corp., for Agfa Supreme and Agfa Ultra Speed Pan motion picture negative.
Class 2 Award—Plaque to Walt. Disney Productions for the design and application to motion picture. production of its multi-plane camera. Class 2 Award—Plaque to Eastman Kodak Co., for two fine-grain duplicating film stocks.
Class 2 Award—Plaque to Farciot Edouart and Paramount Pictures, for the development of Paramount dual.

Edouart and Paramount Pictures, for the development of Paramount dual screen, transparencies, camera set-up. Class 2 Award—Plaque to Douglas Shearer and the Metro Sound department for a method of varying the scanning width of variable density sound tracks (squeeze tracks) for the purpose of obtaining an increased amount of noise reduction.

## SR. CONSIDINE HIT BY **AUTO. WILL RECOVER**

Hollywood, March 15.

John W. Considine, Sr., former vaude magnate and father of John W. Considine, Metro producer, is recovering from injuries sustained when he was hit by an auto while crossing Hollywood boulevard at Vine. He is 75 years old.

Injuries included a brain con-cussion and bruises.

## Lou Clayton, 10%er

Hollywood, March 15. Hollywood, March 15.

Lou Clayton has joined Bobby
Crawford's agency as associate member of the firm.

One-time Jimmy Durante's vaude partner, Clayton is now his per-sonal manager.

## JONES' P. A. TOUR

F. A. TOUR

Hollywood, March 15.

Allan Jones opens a personal appearance tour in New York April 7.

He may remain on the road for eight weeks.

Irene Hervey, his wife, accom-

## L. A. to N. Y.

Olive and George Brasno. Charles Butterworth. Alan Campbell. William Conselman. Buster Crabbe. Mr. and Mrs. Douglas Fairbanks: Leo Fischer. Mr. and Mrs. Sam Goldwyn, Weldon Heyburn. Weldon Heyburn, Robert T. Kane. June Kilgore. Norman Moray Donald Mornburgh Walter O'Keefe Tommy Riggs.
Sam Shider.
Hunt Stromberg.
Herbert B. Swope. rving Tishman. Dalton Trumto, Rudy Vallee,

## Other News of Pix Interest

Jack Benny's substitute show	Page 26
Radio reviews of Carmel Myer. Sylvin Sidney, Menjo	u-
Teasdale, Gloria Swanson, Bob Hope	
ZaSu Pitts' \$4,000 vaude idea	Page 42
Eddie Cantor's Cleveland frolic	
Name dramatists' plans	Page 47
Roland Young's 'Spring Thaw'	Page 48
Arliss raps Equity's radical group	Page 49
George Abbott sidesteps pix	Page 49
[1]	8. 4.3

# GOLDWYN-KORDA'S NEW B.R.

## F.D.R. on 'Conscionable' Pix Salaries LORD NUFFIELD

Washington, March 15.
President Roosevelt's 1933 admission that he wanted film salaries

Pressident Roosevett's 1933 admission that he wanted film salaries looked into when the NRA code was being drafted was formally revealed Monday (14) when first batch of excerpts from White House Press Conference transcripts saw publication.

Exact phraseology never has been printed before—because of the edict against direct quotation of oral statements by the Chief Executive—and the official record demonstrated Mr. Roosevelt had grave doubt whether huge pay checks customary in Hollywood were in the miblic interest.

Here is the portion of the formal summary of the Oct. 11, 1933 session with the Capital scribes which deals with the then-current ru-mors that the President had ordered salary-limitation clauses in the

picture code:

Q. Have you issued any orders affecting salaries of those in the motion picture industry?

A. I haven't issued any orders in regard to the movie code, one way or the other.

Q. Barriera

or the other.

'Q. Have you advanced any ideas along that line?

'A. The only time I have mentioned the movie code in any shape, manner or form was to ask that the Deputy Administrator (Sol. A. Rosenblat!) look into and consider the size of earnings of—I have to be impolite—immāture persons who, perhaps, are making more money than is reasonable in good conscience; and the same thing in relation to—what do they call them?—producers or directors who are making about four or five or six or eight times the salary of the President of the United States—to consider whether it is conscionable.

Q. How about Mickey Mouse? (Laughter.)

'A. I don't know any of the facts in the case: The only things that came to me were rumors, and I asked that the rumors be looked into.

## Petrillo's Hollywood Threat

When AFM Tells Musicians to Stop, 'the Film Industry Will Stop'

> Feld Off 20th-Fox Lot Hollywood, March 15.

Milton Feld departed 20th-Fox Monday (14) after a year and a half on the lot, as associate producer, Working in the Sol Wurtzel unit he turned out a half dozen films. Takes rest before making a new affiliation.

Hollywood, March 15.

With that deal cold whereby Selz-nick-Whitney interests were to pur-chase an equity in United Artists, Selznick-is-looking towards RKO, for they have been considering that RKO possibility again.

RKO possibility again.

If and when anything happens,
Selznick International would acquire
a substantial interest in RKO. Terms
have been discussed with interested
parties in the east from time to time.
However, there is no immediate
prospect of such a deal, and if anything happens it would not come until a much later period as RKO, is
in the throes of reorganization,

IN OL' HOME TOWN

HONORING DEPINET

**SELZNICK-RKO** 

James C. Petrillo declared Monday (14) that the American Federation of Musicians was determined to eliminate the dubbing of music in the film industry even if it meant he withdrawal of all union musicians from the studios. Occasion of this statement was a meeting of the National Association of Performing Artists at the Astor hotel, N. Y. Petrillo credited the film business

Artists at the Astor hotel, N. Y. Petrillo, credited the film business with having already put 22,000 musicians on the streets. He said that the jobs of the 300 picture musicians working in Hollywood were themselves threatened to the extent of a 50% reduction by the wide practice of music dubbing from one sound track to another. The AFM, Petrillo said, will not stand by and tel its members swallow this situalet its members swallow this situa-tion any longer.

When the AFM tells the studio musicians to stop, they'll stop, de-clared Petrillo. 'And when they stop.' Petrillo added, 'the film indus-try will stop.'

## NAT LEVINE OFF M-G LOT, AGAIN AN INDIE

Hollywood, March 15.

After seven months as a Metro producer, Nat Levine checked off the lot March 12 after obtaining his re-lease from Louis B. Mayer.

wast from Louis B. Mayer.
While at the studio he helped prepare several yarns and had in
preparation for early production
start 'Lord Jeff' with Freddie Bartholomew starred and Sam Wood
directing, Bernie Hyman takes over
this assignment.

this assignment.

After a brief vacation, Levine is returning to independent production ou his own financing, with a major release reported set.

## 'Kidnapped' Gets 250G Budget Upping at 20-Fox

Hollywood, March 15.

After viewing a rough print of Kidnapped, based on Robert Louis Stevenson's yarn and featuring War-Baxter and Freedle Bartholomew, Darryl Zanuck has upped the budget by \$250,000 and. ordered additional scenes to build up the role of Arleen Whelan

Film industry will be represented by nearly 500 executives, sales chiefs and other officials at the banquet being given Ned E. Depinet, March 26, at the Baker hotel, Dallas, Affair will mark 30 years of RKO official in the picture business, It is being arranged by Bob O'Donnell and Karl Hoblitzell and set for Dallas because Depinet gof his start in show business in Texas.

Two planes have been chartered and a special car for those going bytrafin will take a N. Y. delegation of 50 south. Invitations have gone forward to every official in the trade. Vice-President J. N. Garner and Governor Alred, of Texas, will be honor guests. Grad Sears, Sam Dembow, Jr., Willard S. McKay, Arthur Lee, Herb Yalcs, Georg J. Schaefer, Spyros Skouras, M. H. Aylesworth Bruce Barton and many RKO home office officials already have announced plans for attending. guide the players through the added footage.

# HAS \$5,000,000

Goldwyn and Fairbanks, Sr. Sail March 23 to Huddle with Korda - Motor Tycoon, Lord Nuffield, Prepared to Invest

### WOOLF'S COUNTER-BID

London, March 15

London, March 15.
After many cables back and forth,
Sam Goldwyn telephoned last Saturday (12) from Hollywood to Alexander Korda in London stating that
he sails for London March 23. His
decision was believed prompted by
Korda's new deal with. Prudentlal
whereby the insurance company has
relieved all underwilters of commitwhereby the insurance company has relieved all underwriters of commit-ments in London Films and will give Korda future facilities to use the monies accruing from intake of six pictures made by him. This money and further advances from Prudential to be spent on future pictures to be made here and in Hollywood.

made here and in Hollywood.

Another deal hanging fire is with
Lord Nuffield, multimillionaire car
manufacturer, who is prepared to invest \$5,000,000 in film production
with Korda. Nobleman is conferring
with Osear Deutsch but the deal is
held up due to a counter-proposition
from Lord Portal, Arthur Rank and
Charles M. Woolf made to Nuffield
acquire interest in holdings of the
Woolf group in Universal Films and
the Pinewood Studios. New capital
would be used for making films in
England and Hollywood, with possibility of bringing over Deanna Durbility of bringing over Deanna Durbility of bringing over Deanna Durbility of bringing over Deanna Dur-

## No Selznick Deal

ELZNICK-RKO

TALK UP AGAIN

Hollywood, March 10.

Samuel Goldwyn heads for New
York Friday (18) to sail March 23 on
the Berengaria for London for the
reported purpose of discussing with
London bankers further finances for
purchase of the majority holdings in
United Artists for himself and Alexander Korda. Douglas Fairbanks ac-

Currently no option is existent for interests in the company held by Mary Pickford, Charles Chaplin and Fairbanks, nor has any been requested to take the place of one obtained (Continued on page 23)

## INTERSTATE'S APPEAL UP MARCH 28

The important Hoblitzelle-Interstate price stabilizing case has been tentatively set for argument in the U.S. Supreme Court on March 28, industry having carried it to highest tribunal on appeal from the decision in favor of the Government rendered at Dallas. Action is that brought by the Federal Government against Interstate and most of major film companies—over-price—restrictions and double features.

It will be the first time an action

It will be the first time an action of this type has come up in the Supreme Court being a new question to be settled as far as film companies are concerned. Appeal has been taken by majors and the circuit in order to test, the right of agreement between a distributor and an exhibitor not to license a subsequent run house charging less than 25c. admission.

mission.

Contention of major companies is that sustaining of film company argument will enable the industry to maintain some sort of price structure among exhibitors, and eliminate a certai amount of admission price screen play.

## RKO in Negotiation with Meehan For K-A-O Control, \$3,000,000 Price; **Berman Orders Production Speedup**

Film Center Idea

Hollywood, March 15. Hollywood, March 15.
Idea for motion picture centerto house not only all the screen
guilds; but the Academy of Motion Ricture Arts and Sciences
as well, was fostered by C. B.
DeMille an address at the
Academy dinner. Paramount
producer-director advocates the
move to further existing harmoney and cooperative spirit
among the various arms of the
industry.

industry:

He urged expansion of the Academy's work toward artistic development of the screen.

## **100G RETAKES** ON WONDERFUL

Hollywood, March 15. Hollywood, March 15.
Retakes on 'Having Wonderful
Time at RKO, directed several
months ago by Al Santell, is costing
studio around \$100,000. Arthur
Kober who authored the stage play
also toiled on the film treament.
Jewish names and play's flavor
were eliminated in the screen version.

George Stevens is directing retakes from a new treatment by Ernest Pagano

Around four reels of the original are being retained with retakes virtually new in a try to bolster. This Pandro Berman production, in its orignal form, cost around \$750,000.

## Stromberg East To **Huddle Sherwood** On 'Idiot's Delight'

Hunt Stromberg is heading east for discussions with Robert E. Sherwood on the screen play-of 'diod's Delight,' which Stromberg produces for Metro with Norma Shearer and Clark Gable top billed.

Dorothy Parker and Alan Camp-bell are going along with Stromberg, remaining east for two weeks.

Miss Parker and Campbell are also working the script of 'Sweet-hearts' for Jeanette MacDonald and Nelson Eddy.

## LEM STEWART'S BODY WASHED UP IN H'WOOD

Hollywood, March 15. Body of Lem Stewart, film publicist, was washed up near Huntington Beach on Monday (14). He was drowned when bridge at Long Beach collapsed during the recent

He was on a vacation from his own advertising and publicity business.

He was long with Paramount in N. Y.

Remains cremated and ashes sent
to Long Island.

### Mason-Dixon Encore

Hollywood, March 15.

Hollywood, March 16.
Preview acclaim accorded Bette
Davis for her work in 'Jezebel' hasresulted in her being assigned another Dixie role, the title spot in
Warners' Memphis Belle'. Picture
has been set to follow her forthcoming 'Comet Over Broadway.'
Mark Hellinger writing the

Negotiations are RKO's purchase of the M. J. Meehan RKO's purchase of the M. J. Meehan holdings. in Kelth-Albee-Orpheum preferred stock, price is around \$3.-000,000. In: that way, RKO will gain fullest control of that important theatre circuit in which it now owns around 21,000 shares of the 63,000 shares of preferred stock, outstanding, and almost all of the common.

ing, and almost all of the common. If that deal becomes set, this week, RKO's reorganization plan may be ready for presentation to Federal Judge William O. Bondynext Monday (21). The new plan may contain provisions for a second preferred stock, to be distributed in payment of general claims. Probably convertible and cumulative.

Otherwise, general creditors, including the Rockefeller interests, may get common stock only. The Rockefeller claim might come in for upwards of 500,000 shares.

Fresent holders of RKO common

present holders of RKO common would get one share of new common for every five hold. Also, warrants entiting present RKO common shareholders to purchase new company common, on special terms.

pany common, on special terms,
Present debenture holders would
share in a new \$16,500,000 first preferred, convertible stock issue, bearing cumulative 6% interest. Forevery \$100 amount of claim, these
secured creditors would get an equal
amount of this new preferred. Additionally, they would receive an
amount of this preferred for back
interest, plus two shares of new
company common. All told, there
may be around 2,200,000 shares of
(Continued on page 21).

(Continued on page 21)

Sid Silverman, President 154 West 46th Street, New York City

9 SUBSCRIPTION 

120 Vol. 130 No. 1

## INDEX

## Chatter

Concert	41
Dance Tour.	41
Exploitation	2
15 Years Ago	43
Film Booking Chart	- 19
Film Reviews	15
Girl's Eye View	. (
House Reviews	44
Inside-Legit	48
Inside-Music	
Inside—Pictures	10
Inside—Radi	3
International News	
Jack Osterman	
Joe Laurie, Jr	
Legitimate	47-5
Literati	5
Music	38-4
New Acts	4
News from the Dailies	
Nite Clubs	
Nite Club Reviews	4:
Obituary	. 5
Outdoors	5
Pictures	
Radi	

Radio-International ..... Radio Reviews ...... 34-35

Units ...... 45 Vaudeville ....... 42-43

of Arleen Whelan.
Alfred Werker, who directed, will

## Further Analysis of Neely's Bill Points Un Its Many Shortcomings

Neely anti-block booking bill, al-ready reported favorably to the floor of the Scnate, continues as a menace to the industry. It is now officially on the Senate calendar and can be on the Senate calendar and can be brought up for discussion or vote in 16 minutes, Industry officials quite universally resent the sales talk at-tached to the first part of the Neely bill, which is considered as constitu-ing a terrific building for the actual centent of measure, confined literally to just three sections.

to just three sections.

Argument used by the industry generally is that the people who have been persuaded to give their support to the Neely-Pettengill bills have been sold a gold brick. They hin that this bill of sale paints a gittering illusion intended to make boost-created by the second of Argument used by the industry

Whatever goes into the picture is recorded on film before it goes into distribution.

(2) On the assertion that under the bill, films, which they feel people should not see, will be refused exhibition, limiting them only to socially desirable films, he stated that mothing in this bill prevents or prohibits any theatre at any time from showing any film with which the exhibitor thinks he can make money. He points out that unrestrained competition among rival theatres to bring all picture of any consequence to all parts of the country will still operate under this bill's provisions.

(3) As to the report that under this bill a local theatre can avoid showing without obligation any picture on receiving protest, he asserted that this ignores the obligation of exhibition contract, tyst as valid for one picture as a group. It is invariably executed by the exhib sometime before the attraction even is announced by the theatre, he said.

(4) Assertion that present sales policies of distributors requiring exhibitors to take and exhib all or none of the pictures offered by a distributor was described as contrary to the record of distributors and terms of actual contracts used. These obligate the exhib to pay the film rental but do not require actual exhibition of any picture, and these often allow the exhibitor to cancel his obligation to pay the film rental for an unused picture.

Would Fix Prices

### Would Fix Prices

Would Fix Prices

(5) Assertion that the bill will enable exhibitors to have a retail selection of pictures he desires most but at wholesale prices (under penalty of fine and imprisonment of distributor), was denied. On the contrary, MPPDA speaker said, the bill would force the distributor to fix and rigidly maintain retail prices on every picture purchased at the risk of fine and jail term, whether bought one at a time or in groups of two or more. This imposes a drastic burden on the operation of all small theatres, now securing pictures, at the wholesale prices. Many, now operating on small securing pictures at law wholesale prices. Many, now operating on small margin, cannot survive under this

margin, cannor survive under this law."

(6) Story told boosters of the bill that exhibitors can continue buying films in groups in advance of production was strongly denied by citing wording of bill which requires detailed synopsis before any picture can be offered for sale. Every experienced producer, he said, realizes that such synopsis could not be supplied until each film was entirely finished and prints made available for screening. 'Obviously this forces, the producer and distributor to compete each picture before it is offered to any exhibitor. The bill requires such scene by scene description even after pictures are competed. It is impossible today to prepleted. It is impossible today to prepleted. It is impossible today to preplete. It is impossible today to preplete.

## Weather Report

Hollywood, March 15.
Pushover for front, page position in L. A. was an A. P. story about the Callfornia floods which bore a N. Y. dateline. Seems despite fact that all communication lines were cut Mrs. Isabella Beach, of New York, managed to get through with wire to her mother in West Los Angeles.

Mme. Beach's communique asked, Js. everybody safe?". and her mother wired back, Why?. What happened?" Wollywood March 15

What happened?

What happened?

Chamber of Commerce explanation that maybe the exchange of queries was cabled via Australia and London.

## HAMMONS' NEW **RELEASE DEALS**

Hollywood, March 15.
Earle W. Hammons, prexy of Educational Films, is mulling several releasing proposals, effective after Aug.
20, when Educational's contract with
20th-Fox expires. He has already
held confats with Paramount and
United Artists execs and is currently
huddling with 3. Cheever Cowdin,
Universal board chairman, on the Hollywood March 15

Coast

Co

## MPLS. SURPRISED AT ITS B. O. BULLISHNESS

Minneapolis, March 15. Minneapolis, March 15.

Paradoxical as it may seem in these days, and particularly during Lent and the pre-Federal and state income tax payment time, all records are being smashed here for entertainment spending. In a recession period, Minneapolis boxoffices are setting all-time records and bringing back happy memories of 1928-29 boom-times.

A week aen last Saturday while

back happy memories of 1928-29 boom-times. A week ago last Saturday while 12,500 watched the Minnesota-Wisconsin basketball game, the Shriners circus played to 16,000 admissions. The follow of the Minnesota of the Minnesota of the Minnesota white grossed \$4,300 on the day, Birth of a Baby, in its second week, pulled \$2,200 and 'Hurricane,' at the Minnesota, did a brisk business. At the Lyceum the last week 'Victoria Regina,' grossing \$18,600 for three nights and a matinee, set a new high in receipts for a single half-week and turned thousands away. The Women, at the same house for three nights and a matinee this week, and turned thousands away. The Women, at the same house for three nights and a matinee this week, also is playing to crowded houses. Three of last week's pictures—Snow White, 'Hurricane' and 'Birth of a Baby'—held over. The first two went into their second weeks and the 'Baby' film into its third. Local newspapers rain front-page stories telling of the amusement prosperity. The Star had Morrie Abrams.

the 'Baby' film into its third.

J Local newspapers ran Tront-page stories telling of the amusement prosperity. The Star had Morrie Abrams, Metro exploiteer, on its daily WCCO, radio broadcast, telling about the 'good times'. Abrams said there's never 'bad times' for 'good shows' and that all that's necessary to end the recession is 'to give the public what it wants.'

## **More Option Worriers**

Hollywood, March 15. Hollywood, March 15.
Two newcomers to the screen will be given their camera baptism in Patrimount's 'Crime 'Gives Orders.'
They are Laurie Lane and Ruth Rogers.
They are Laurie Lane and Ruth Rogers.
Former was queen of the 1937 New Orleans Mardi Gras, while other was plucked from the box office of a Seattle theatre by talent scout,

## Foster on 5th 'Moto'

Hollywood, March 15.
Norman Foster is directing the fifth of 20th-Fox's Mr. Moto series, which got under way last Friday (11), with Peter Lorre again in the title role.

title role.

Supporting cast includes Mary Maguire, Michael Whalen, Harold Huber, Erik Rhodes, Leon Ames, Karen
Sorrell, Forrester Harvey and John

## 29c OF EVERY AMUS\_\$1\_TO FILM B.O.'S

Washington March 15

Washington, March 15, Motion pictures are the most popular form of amusement in the rural sectors, according to a study by the Agriculture Department.

Analysis of spending habits of 9,407 families in 140 villages in 20 states shows that over 29c out of every \$1 unpeeled for entertainment enters the box office till. Highest percentage was in the southeast, where both whites and Negroes spent more than 36% of their recreation budget on nictures. budget on pictures.

more than 30% of the recteation budget on pictures.

The biggest per-family outlays for screen diversion were recorded among the residents of 22 villages in Kansas, North Dakota, South Dakota, Colorado and Montana, and the white families in 33 villages in the Carolinas, Georgia and Mississippl. Annual expense in those spots was 16. New England small-towners unpeeled \$12; average in the Central and Middle Atlantic region was \$10 in Pacific Coast villages, \$15. The southeastern Negros spent \$3 per family each year. family each year.

family each year.
Overwhelming proportion of the families studied are film patrons. Highest percentage was recorded in California, Washington and Oregon. In New England 81% of the households spent money on pix; in Central and Middle Atlantic villages, 72%; on Pacific Coast, 86% in the mountain and plains area, 85%; in the southeast, 85% of the whites and 38% of the Negroes.
Study demonstrates the inner

38% of the Negroes.

Study demonstrates the importance pix have in the life of rural residents, according to Louise Stanley of the Bureau of Home Economics. ics, which supervised the research. Even in villages too small to have a cinema, the automobile makes accessible the picture shows of the neighboring towns and cities.

## **GN MUST FILE REORG** PLAN BY MARCH 21

Hollywood, March 15. National's reorganization Grand National's reorganization plant an under TTB was given until March 21 for court filing. Company also must make financial report April 10 on operations from Feb. 20. Deal under which Phil Goldstone is diding GN has brought under his wing Al Herman, director, and two Renfrew' scripts ready for production.

duction.

Goldstone will send his first pro-duction for GN release before the cameras within a week.

## 2 More WBs for R. C.

With 'Fools For Scandal.' Mervyn With 'Fools For Scandal,' Mervyn LeRoy finale on the Warner lot, set for Radio City Music Hall, N. Y., to open Thursday (24), Warner Bros, will follow that up at the Hall with Robin 'Hood,' latter probably after Easter or thereabouls. Thus, both of these are removed from the WB Strand schedule. Latter gets Love, Honor and Behave' Saturday (19), "Jezebel,' current at the Hall on a holdower, makes it four for WB at the Hall way from the Strand since Christmas, other having been 'Tovarich.'

varich.

Marco Polo, Sam Goldwyn production, goes into the Music Hall April 7.

## CINCH TITLE CHANGE

Hollywood, March 15.

'All His Geese Are Swans,' on Co-lumbia's script shelf for two years, has been dusted off and will be sent before the cameras in the next few

days.
John Brahm will direct, with Har-

## The Flood Spills In a Stranded Band Of Jitterbugs and Lefty Cleans Up

By Joe Laurie, Jr.

Coolacres, Cal., March 15.

Dear Joe:

Things do happen fast out here. The sun came out and started drying up things. The water went out much slower than it came in but we managed to get the dampness out of the theatre and in three days we were open for business. After cleaning out the water I know what the bottom of a lake looks like. My seats were ruined, we scrubbed them with soap and water to get the muid off, and, of course, the seats aren't exactly dry yet, but for that matter neither are the natives, so they don't notice it much The only thing in the theatre that leaves a memory of the flood is a high water mark on the walls about eight feet from the floor. Thad Vic paint a sign on the walls saying; When the water gets up to here, please leave the theatre.' It's good for a laugh until I get a chance to paint up again.

Weil, Joe, the flood did wash me in some good luck. A swing band made up of young fellows who were traveling by trailer to Los Angeles were california's great 'floating population.' These boys call their band The Titlerburg's and their leader, whom they call 'the front,' asked me would I play them. Well, the pictures I had booked in were the average business-getters so I had the boys give me an audition. Tome it sounded worse than the five pieces that used to guess at our music when we played vaudeville in those ink-pots in the middle west.

They played off key, but Vic went nuts about them and said, 'Lefty, those guys are plenty mellow, they'll pack the joint.' Well, I figured they can't be worse than my pictures, so I arranged a percentage deal with them, where they shared some of my bills for cleaning up the theatre, and them, they shared 60-40 from the first dollar after expensess. At the matinee there were a lot of kids, which I was glad of because they helped dry the seats, because they fidgeted around when the boys played, but they applauded. Well sir, it must have got around town about this outfit because at night the place was jammed. And you should have seen those people go for that music. They started danc

Your pal.

P. S.: Edward G. Robinson sez, 'I'm sufprised that the fire department hasn't joined the boycott on Japan by using lisle hose.'

## ZANUCK PUTS 'SUEZ' ON \$2,000,000 BUDGET

Hollywood, March 15,
Darryl Zanuck has set a \$2,000,000
budget for 'Suez,' which will star
Simone Simon, with the possibility
of George Arliss topping the supporting cast as Disraeli. Deal for the
Englishman, now holidaying in 'California, seems certain in view of the
Englishman, now holidaying in 'California, seems certain in view of the
Englishman, now holidaying in 'California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California, seems certain in view of the
Englishman, now holidaying in California and the Englishman

The Englishman in California and the Englishman

The Engl

## Henigson's 2d Pic

Hollywood, March 15.
Second production at Metro for
Henry Henigson, 'Feather Fingers,' is
being screenplayed by Eric Hatch.
His first on lot was 'Life On the
Seven Seas.'

### All the News-

Hollywood, March 15. Hollywood, March 15.
Warners has slated 'Unit to Print'.
a newspaper yarn, as Sam Bischoff's
next production.
Lawrence Kimble and Niven Busch
have completed the screen play.

## Film Home-Offices Generally Trimming Down on the Excess

Economy measures, cutting expenses wherever feasible and possible without injury to operations, are under way in various New York home offices following steps at the studies to trim costs to safety levels. So far as can be learned no blanket orders have been issued to cut any given percentage from present budgets of costs of departments, but generally along the line home office heads have started shearing.

While in some cases some person-

heads have started shearing.

While in some cases some personnel has been dropped, generally far the economy measures figure the control of operating costs, budgets, expense accounts, traveling and the like. The thought in the face of present conditions is that penny saved is a penny earned. When conditions were better a year ago staffs at h. o. departments were augmented im many cases and more traveling, expense accounting and other things indulged which might now be held in check.

It is not expected that any major will enforce a company-wide salary

A total of eight persons in Dick Halliday's editorial department at the Paramount home office, under supervision of Russell Holman, are

being dropped.
This includes Ada Levine, contact on magazines, as well as readers and others. No cutting in other depart-ments known to be contemplated.

# NEW SALES POWWOW IDEAS

## Santa Anita's \$38,000,000 Handle In 58 Days Sets Off Repeal Talk in L. A.

Los Angeles, Marca 15. Palms of Sainta Anita stockholders are itching in anticipation of the greatest divvy in the feur-year history of the Arcadia Irack. Season of 56 regular days, plus two extrasessious tossed in the name of sweet charity, which wound up yesterday (14), is reported to have netted holders of the state-seal adorned certificates a cocl \$10,000,000.

ers of the state-seal adorned certificates a coc \$10,000,000.

While Southern California merchants, laine and small, are walling loudly and others pondering the manaling '982 figures on the hosses, the Warner brothers are getting their track ready for what looks like another smash met. Despite the clause in the charter of the new Hollywood Turf Club (Inglewood track) which limits any one shareholder to \$25,000 worth of the \$2,000,000 capital, the Burbank production. Jamily is said to have grabbed off plenly of the issue, placing itself in a formidable position when it comes to actual direction of the affairs of the corporation. Jack Warner is presiding over the board of directors, bossing construction of the new oval, for which the state racing commission has fixed an inaugural schedule running from June 10 to July 23.

Wonderment of the natives is how street into

has fixed an inaugural schedule running from June 10 to July 23.

Wonderment of the natives is how
almost \$83,000,000 can be poured into
mutuel machines at one track in the
short space of 58 afternoons. They
realize, too, that this is only a portion of the outlay by individuals, for
in order to play Santa Anita's mechanical betting devices one has to
pay from \$1.10 to \$5.50 to gain admission, to say nothing of what the
average of 20,000 persons in daily attendance spend at the numerous
bars, restaurants, hot dog stands,
etc. Important days this year drew
as high as 60,000 persons, with the
mutuel handle on the handicap, red
letter eyent, running better than
\$1,000,000, which was \$300,000 above
the take for the same event the previous year.

## Nice If You Can Get It

vious year.

Nice If You Can Get It

Longest odds of the meet were
paid on Playmay, which romped
home to the tune of \$673.40 for a \$2
ticket. Shortest prices were on Galley Slave, which won at \$2.40 and
Brown Jade, the latter owned by
William Le Baron. Paramount production chief, which paid \$2.80.

Biggest roor of locals against Santa
Anita that little of the coin remains in the town, real owners of
the layout being San Francisco capitalists. While Hal Rodeh's front-manfor the outfit, as president, his holdings are rated as trivial and Dr.
Charles Strub, erstwhile Frisco dentist, is the real boss.

Gate tolls at Santa Anita take care
of all purses, including the annual
Santa Anita Derby, with an added
\$50.000, and the Handicap, with \$100,000 added, and show a profit besides.
Track's cut on the mutuels is 6%,
having voluntarily been reduced
from the Sc. permissible under, the
statute, plus 2% of the breakage,
which runs into heavy coin. Payoe,
which runs into heavy coin. Payoe,
which runs into heavy coin. Payoe,
which runs into heavy coin. Payoe
from other concessions, including the
25-cent auto park and the numerous
bars and eating places, also runs into
important coin.

Tradespeople throughout the

important coin

Tradespeople throughout the
tor, including prominent L. A. merchants, are already raising a war
cless to finance a campaign for
peal of the racing law calling the
gobble of the various tracks only a
part of the actual tak. Like everyone else hereabouts they are aware
that bookmakers are grouped on
most street corners.

County, state and federal reliet
and old age pension officials are
worried over the situation, knowing
that a heavy slug of relief and pension coin finds, its way to the
bookies.

Just a Smallie.

Because of its distance from L. A.
and its size, which is small in comparison to the Santa Anita and the
new Inglewood set-ups, Bing, Crosby's Del-Mar track is not a too-disturbing factor. Top, mark
capacity is only about 15,000 and average daily mutuel handle for last

(Continued on page 23) important coin.
Tradespeople throughout the

## Col. Sales Huddle in N. Y.

Columbia's district sales managers communes useruct sales managers, excepting Jerry Safron, who recent-ly-saw Abe Montague on the Coast, were in New York Friday and Saturday (11-12) for conferences with Montague the final half of the current Col sales drive.

Those in were Sam Moscow, Phil Dunas, Carl, Shalit, Sam Galanty and Nat Cohn.

## **Twm City Indies** Talk 10c Admish For Dual Bills

Minneapolis, March 18:
As a protest against what is claimed to be exorbitant film rentials being demanded by the maior distributors for present and 1939-39 product, some of the leading Twin City independent exhibitors, including owners of the larger de luxehouses, are threatening to drop their admissions to a dime and go to dulfeaturing of the cheaper independent pictures next season.

The present state of business is an important factor influencing the Mineapolis and St. Paul indies in this attitude. On their part, due to skyhigh production costs which give little indication of falling substantially in the next year, the exchanges here give the exhibitors little hope of an important, if any, lowering of rentals the ensuing season. Both sides admit it's a ticklish, situation—what with costs so high for producers and exhibitors alike.

## MONO SETS 'JOHNSON SILVER ANNI DRIVE

St. Louis, March 15.
A campaign for the sale of \$5,000.
000 of product before Jan. 14, 1939
was launched by Monogram Pictures
and Indian Pictures
of franchise holders and execs at the of franchise holders and exces at the Coronado hotel and the goal set as-a testimonial for the 25 years spent in the picture field by President Ray W, Johnson. The suggestion made by John Mangham of Allanta, was well received by franchise holders and Eddie Golden, general sales manager, has been designated as the head of the Johnson Silver Anniversary Drive.

Scott R, Dunlan, v.D. in charge of

Drive.'
Scott R. Dunlap, v.p. in charge of production, announced that the 1938-39 output will include 42 productions. 26 of which will be dramas and 16 westerns. Complete details of the pics will be revealed at the Monoram sales convention at the Netherlands Plaza hotel in Cincinnati on April 24-27.
Flood conditions prevented the aftendance of only two of the invited

April 24-27.

Flood conditions prevented the aftendance of only two of the invited franchise holders. They were Howard Stubbins. Los Angeles and Mel Hulling, San Francisco. Others who attended were Joe Felder, New York. Sam Rosen, Philadelphia, Harry. Bachman, Washington, William Onic. Cincinnait, Robert Taylor, St. Louis, Lester Durland, Kansas City, John Mangham, Atlarta, Steve Broid, Boston, Harry, Berkson, Buffalo, Horri Elman, Chiego, Sam Schulz, Cleveland, John Fraconi, Dallas, Lon Fidler, Denver, L. O. Ringler, Des Moines, F. E. Judd, Des Moines, William Hurlburt and Sam Deelter Detroit, Charles Trange, Milwauk, Ben Nathanson, and Charles Weiner, Minneapolis, Ben. Welansity, Pittsburgh, Catr. Scott, Oklahoma City and Ed Blumenthal, Dallas,

The home office delegation included prexy, Johnson, Leon Fromkes, tressurer, Dunlap, Golden and George West.

# NIXING NAT'L

Favor Regional Meets Most Practical and Least Costly-Looks to Become New Scheme of Things

### YEAR BOOKS MAY GO

The industry-old practice of an

The industry-old practice of annual sales conventions together with program year books costing up to \$73,000 or more, are threatened with going by the board this year as well as in the future. Not a single major producer-distributor may schedule annual sales meetings or get out year books, especially on such an elaborate scale as most have in the past. Sub-majors, such as Republic and Monogram, may also follow the lead of the others.

While motivated this year largely by the recession, with the leaning strong to regional meetings to be attended principally by the top men in sales organizations, the chance that annual sales conventions will pass as a custom entirely regardless of future conditions is strong. Growing sentiment against large annual conclaves, for which men in sales are brought from all parts of the country and Canada, is attributed to the feeling that not only are these conventions very costly but too often they turn out to be no more than vacation parties for delegates.

### \$100,000 Printing Jobs

Majority of the sales conventions last year were held in Los Angeles. Warner Bros., in New York, was one of the exceptions. In some cases all the salesmen have been brought to these conventions, the costs running into terrific figures. Additionable the salesmen have been brought to the costs running into terrific figures. Additionable the salesment and ally, the year books, when elaborate, have come closer to \$100,000 in cost when all the exhibitors really want is the season's schedule of pictures, rather than a lot of fancy printing

rather than a lot of fancy printing and binding.

Not all decisions have been reached as to what will be done this spring and summer when the coming (1938-39) schedules are ready for announcement, but everywhere the tendency is to favor regional or district manager confabs. Metro, 20th Century-Fox and Paramount are virtually set on regionals at convenient Century-Fox and Paramount are virtually set on regionals at convenient points, while RKO, United Artists and Warner Bros, not yet certain, are also leaning strongly in the same direction. UA held regionals last year, but a national sales convensh the year prior. Universal and Monogram are expected to also sidetrack the national meeting idea but Republic may stick to the old custom of one big conclave, holding it in Los Angeles.

## **REGAN TAKES REPUB.** TROUBLES TO COURT

Hollywood, March 15,
Feud between Phil Regan and Republic studio, brewing for several months, has landed in the courts with the setor. filing an action for 518,000 damages, charring breach of contract, Regan alleges the picture out. served notice of dismissal, signed by Moc J. Siegel, production topper, on his agent last, Jan, 15.
Plaintiff currently dickering with Warners on a straight 40-week basis. Singing Cop' is slated as first under new deal. His last picture for Republic was 'Outside of Paradise.'

## Roadshowing 'Sky Pilot'

Meiro is planni to roadshow 'Test Pilot' here and New York. Studio is on deal with Fox West Coast to spot film into the Carthay Circle after 'Snow White' run around onster. Probably at the Astor in New York.

## Metro's Regional Sales Powwows; In K. C., It's Announced No More B's

## **WB 'Sample' Showings**

Hollywood, March 15.
New idea in trade showings will be latentiated by Warnets around April 15. when secretality consisting entirely of trailers, will be held in key cities to give exhibitors comprehensive idea as to what they may expect in the way of Warnets product. Each program will consist of trailers plugging at least 12 important forthcoming productions.

## Klan Argues WB's 'Black Legion' Pic Libeled the KKK

Atlanta, March 15.
Motion for dismissal of \$113.500 damage suit by the Ku Klux Klanagainst Warner Bros Pictures, Inc., and Vitagraph, Inc., involving the film, 'The Black Legion,' was taken under advisement last week by Judge E. Marvin Underwood in Federal district court. The KKK, in its suit filed Aug. 10, 1937, charged a violation of a patent on its cross risginia, described as "a white cross superimposed upon a background of red with a black square, enclosing a red design in the form of a spheroid, superimposed upon the center of the cross.' The suit contended that this insignia, a duplicate, imitation or simulation thereof, was worn by two principal characters in Legion.' Kluxers also charged that dialog in pic contained this reference to Klan, 'Are we in for another reign of terror by a new Ku Klux Klan' (riginal petition alleged pic was shown in 54 cities throughout country and asked \$250 for each time it was shown, plus \$100,000 damages, Unique angle brought out at hear-Atlanta, March 15

was shown, plus \$100,000 damages.

try and asked \$250 for each time it was shown, plus \$100,000 damages; Unique angle brought out at hearing on the motion was plaintiff's claim that incorporation of photographs of Klan insignia in pic constituted patent infringement, whereas defendants conteinded there must be sale of an article of manufacture protected by patent. They maintained taking and exhibition of photographs of a patented article could not be construed as sale of the article.

Judge Underwood allowed both sides until Saturday to file amendments to the bill and five days additional for either side to fill briefs. He declared that if no statutory law covering the case could be found, court would have to rule by analogy with the common law.

### CO-ED PRANCE

College Drum Majors Strut for 20-Fox's 'Alex'

Hollywood, March 15,
Local femme drum majors have
been lined up by 20th-Fox for a
speciality in 'Alexander's Ragtime
Band. Sequence was written aroundthe Irving Berlin song, 'My Walking
Stick.'
Betty Recommender.

Betty Brown and Marjorie Wood-worth, U.C.L.A. -eds; Jetsy worth, U.C.L.A. eds; Jetsy, Posthuma, Pasadena Rose tourney band; Ruth Gifford, Pasadena Junior College; Betty Garrison, Huntington Park band; Barbara Finch, Compton Junior College; Rosalie Wilson, Loyola University, and Jeanne Le Boeuf, Pasadena Elke band, are among those signed. Elhel Merman leads the drilf.

### 20th-Fox Drops Two

Hollywood, March 15. Contracts of Rochelle Hudson and Divide Dunhar will not be renewed by 20th-Fox at expiration of current option periods. Both will check off the lot upon completion of their present assign-

Kansas City, March 15.

Metro Goldwy, I - Mayer's spring
nles sessions got underway here this week with two-day meeting at-tended by home office officials and tended by home office officials and district managers. Other meetings to follow are: San Francisco, March 19-20; Chicago, March 24-25, and New York, March 27-28. Attendees were told that M-G will release 52 productions in 1938-39, of which 36 will be rije budget releases.

Promotions announced were Morris Wolf, Boston branch manager, to be district manager of Boston-New Haven territory, and John J. Markon territory.

Haven territory, and John J. Ma-loney, Pittsburgh branch manager,

be district manager of Boston-New Haven territory and John J. Maloncy, Pittsburgh branch manager, to be district manager of the Cleve Ind. Pittsburgh branch manager, to be district manager of the Cleve Ind. Pittsburgh Cincinnati territory. Metro also pronounced the death sentence on B. films on its 1938-39 program of 32 pictures. Metro's linancial and physical resources will be ushed to further this plan. cording fo. the announcement. Of the total \$2 on schedule, 36 will be in the big-budget, big-star value class. All the others will be on a siding scale of production expenditure, but produced without clock watching, purse-string pulling, or other stinting on story requirements. All the product will be designed for first run class 'A' theatres. Change of heart is based on observation of experiences at the box office over last few years, says Motro.

Those attending the K. C. meeting were Al Lichtman. W. F. Rodger, E. M. Saunders, T. J. Connors, Si Scadler, A. F. Cummings, E. W. Aaron, W. R. Ferguson, E. K. O'Shea, C. E. Kessnith, G. A. Hickey, R. Lynch, J. E. Plynn, H. P. Wolfberg, J. J. Maioney, M. N. Wolf, S. A. Shirey, Frank C. Hensler and W. F. Hayner. Divisional meetings will be in hands of Rodgers.

## WB'S SEARS DRIVE UP 30% OVER NORMALCY

Billings and collections on the Igweek Grad Sears' sales drive in Warner Bröss, which ends April 16, longest push in the history of the company, are running 30% higher than they ever have been.

Last week carried a special prize of \$500 on collections, Mickey Isman, Montreal branch manager, grabbing it off, Prizes on the whole Warner drive are split into six districts, which are broken down into lesser prizes for branch managers, salesmen, and others, first time this has been done.

On top of the Sears push, Warner

ocen done.
On top of the Sears push, Warner Bros. making May the Morris Month, for a foreign sales campaign dedicated to Sam E. Morris, foreign sales head.

Hollywood, March 15. Hollywood, March 15.
Gradwell Sears, Warners distribution chief, is due for another Coast wist, with his departure from New York currently set for March 25. He will be accompanied by Sam Schneider, Carl Leserman and Mort Blugerstek.

menstock.

Group will look over product readled for the Sears Salss Drive, and will huddle with Jack Warner and Hal Wallis on the production setup for the 1938-39 season.

### AND NOW PICTURES

AND NOW PICTURES

Hollywood, March 15.
Donald O'Connor, member of a family long on the vaude and legit stages, has been signed by mount, and is slated for a buildup. His first screen role will be in 'Sing You. Sinners,' which features Bing Crosby and Fred MacMurray, and set to roll March 25.

## It's Your Move, Dave

It's Your Move, Dave.

Hollywood, March, 15,
David Nicon has moved over to
the Fox on loan from Samuel Colds,
wan, to head the support 2 cast in.
Three Blind, Micc. in which Loyetla Young and Joel McCrea have the
column and Joel McCrea have the
column spots.

William Seiter directs.

## **UMPTO Prez Urges Arbitration,** Rather Than Suits, to Settle Tiffs

Philadelphia, March 15. Exhibs were urged this week by Lewen Pizor, prez of United Motion Picture Theatre Owners, to sign the

Lewen, Pizor, prez of United Motion Picture Theatre Owners, to sign the voluntary arbitration clauses in exhibition centracts and to endeavor to obtain such clauses from distribs who don't regularly have them printed their binders.

—With-another-exchange-exhib fight looming over RRO's demand for 50% on "Snow White," following long drawn-out Paramount battle of last fall, Pizor made a plea for a return to the arbitration boards which kept peace in Philly- back in 1927.

"During the time the boards functioned," Pizor said, there was a noticeable improvement in the relationship between exhibitors and distributors. A more harmonious feeling was created and a closer bond of cooperation welded. The work of the arbitration board here was outstanding."

arbitration board here was outstanding."
After distribs discontinued participating in the arbitration boards, Pizor declared, a period of chaos followed, with neither distrib or exhibsure of where he was heading. Disputes were numerous, hard feelings grew and lawyers prospered as questions were numerous, hard recluings for determination. There was another the property period of peace under the NRA code authority.

"There is no need for Governmental interference or Iltigation in the courts," Pizor said. There are many problems resulting in disputes which cannot be solved not determined by reference to the contract. The law

problems resulting in disputes which cannot be solved nor determined by reference to the contract. The law courts are merely for the purpose of enforcing agreements. We must have a body to whom we may turn for unbiased settlement of problems that do not come within the four corners of the contract. This builds co-operation and confidence.

When a dispute arises, disputants should submit it to a local board. In case the decision of this board isn't satisfactory, there should be a national board to whom appeals may be taken.

## CONSOLIDATED FILM'S \$605,755 NET FOR 1937

Consolidated Film Industries showed net earnings for 1937 of \$605,755, after deducting all charges and payment of taxes, as against \$915,915 for the preceding year. Income represented earnings equivalent to \$1.51. on each preferred share as compared with \$2.30 per share in 1936. Company's statement to stockholders revealed that volume of sales were slightly in excess of what they were in 1936, increased cost of materials, labor outlay in salaries materials, labor outlay in salaries and higher taxes materially trimmed

and higher taxes materially trimmed the operating profit.

Consolidated put \$902,100 into stock of Republic Pictures as an instead that this was justified in view of business done by Republic with Con. Film and that the company (Republic) took in \$4,076,102 in distribution of its pictures in 1937. This was tubbed gross income.

Consolidated Films Co. consolidated earned surplus as of Dec 31, 1937, was listed at \$4,478,180. This showing was made despite \$200,000 paid out on preferred stock during the past year.

## Par to Aim 'Knights' For the British Market

Hollywood, March 15. Hollywood, March 15.
Current importance of the British
market, view of shriveling trade
for American films in other lands,
has decided Paramount to ready for
production the King Arthur legend,
Knishts of the Round Table. Albert
Lewin will produce, with Henry
Hathaway directing. Picture will be
given one of the year's heaviest
budgets.
Tablot Lennings for the work on the

Talbot Jennings is at work on the script, which will be treated in such way as to carry on all-star cast.

## Toss in the Cactus

Monroe Shaff has been assigned by Republic to write an original sit is in which Republic will feature the Three Mesquiteers as their first production for the new season. William Berke will produce.

## Reefer Film Banned

Philadelphia, March 15.
Special board of three clergymen named by Gov. Earle to decide whether the film, "The Use of Mari-juana Weed," shall be shown in juana Weed, shall be shown in Pennsy, turned digits floorward on the film yesterday. Clergymen-were chosen by Earle after the Censor Board asked him to rule on whether picture should be approved. When appointing the one-pic jury, Earle said. Unless they agree unanimously that the film discourages the use of marijuana I will not allow it to be shown.

snown. There is a grave question involved here: Does the film encourage or discourage the use of the drug? If just one of the three jurors sees a possibility of the picture encouraging the use of marijuana, it will not be shown in Pennsylvania.

shown in Pennsylvania.

Film has already been mixed in New York. Producers claim it teaches a moral lesson, but it has been condemned by crix for its lurid

## 6 ANTI-AMUS. BILLS KILLED IN COMMITTEE

Albany, N. Y. March 15.

A half dozen bills which would have hit show business were killed have hit show business were killed by Assembly committees last week in the slaughter which precedes the taking over of all legislation by the rules committee. Among the meas-ures knifed were the Rossi bill re-quiring a matron for every 35 chil-dren admitted to picture theatres un-der city laws the Rossi and Flynn bills making it unlawful to sell tick-ets when seats therefore are not ets when seats therefore are not available; the Justice and Andrew acts requiring equal rights for all persons in places of public accommo-dation, including theatres; the Moran dation, including theatres; the Moran bill increasing the per-foot tax on films submitted for censoring by the motion picture division of the state education department and several radio measures. The Crews full-crew 'safety' operators bill, affecting first class cities, went to rules committee.

mist class cities, went to rues committee.

The Rossl, Flynn, Justice and Andrews bill met with opposition from theatrical interests. The Andrews act was considered the tightest drawn and most stringent of any equalrights. in public places legislation ever introdeed at Albany. Assemblyman Andrews a Negro, as is Assemblyman Justice; both represent Harlem districts.

The Rossi and Moran bills failed to get out of committee last year. Assemblyman Justice unsuccessfully sponsored an equal rights bill in 1937. A measure similar to the Flynn act was defeated in 1936.

1937. A measure similar to the Flynn act was defeated in 1936.

## Balancing Crosby, Lillie In Par's 'Rhythm' Revise

Hollywood, March 15. Hollywood, March 15.

Paramount has assigned Producer
George Arthur to revise 'Doctor
Rhythm' Bing Crosby starrer which
Emanuel Cohen filmed as the finale
on his recently-settled indie producing contract. Company exces are
considering the expenditure of
\$150,000 for additional seenes which \$150,000 for additional scenes which Adolph Zukor and William LeBaron feel necessary for a smoother continuity and better balance between Crosby and Beatrice Lillie in the footage turned over by Cohen.

Picture will be given, a sneak preview before studio tops make final decision on parts to be reshot.

### Franklin's MG Series

Hollywood, March 15. Metro has signed Chester Franklin to direct. series of mystery action dramas. He is now collaborating with Leonard Lee on the initial

Cast toppers picked for the first will be carried through entire setup

## HENIE BACK TO FILM WORK

Sonja Hank TO Film WORN
Sonja Henie Jeft Sunday (13) or
the Coast to immediately prepare for
a new musical at 20th-Fox.
S. R. Kent, John D. Clark and
Charles E. McCarthy, 20th executives, Jeft Friday (11) for Coast production-sales huddles.

## Metro's Feature Cartoon

Hollywood, March 15: Harry Hirshfield, syndicate comic strip artist, has checked in at Metro as new boss of the cartoon film department. Deal was set by Al

Lichtman. His most important task, after giving new impetus to the animated shorts schedule, will be to put into production a feature-length cartoon, Personnel of Metro's cartoon bureau, now numbering more than 100, will be increased.

be increased.

Hirshfeld is best known-creator of such comic feat Abie the Agent, Desperate Desmond and Kabibble Kabaret.

## Uncle-Sam May Go After Laughton's Eng. Film If Released in U.S.

Distribution of 'Vessel of Wrath,' first feature Charles Laughton has made in some time, may bring down the wrath of the Internal Rev-

made in some time, may bring down the wrath of the Internal Revenue department the English actor if the picture is distributed in the U. S., as planned. Laughton owes the U. S. Government coin on old income tax account.

Internal Revenue division enters into situation on this picture because Laughton is reputed to be a stockholder in the company that produced Wrath! Understood, that Government would be able to impound percentage of rentals on picture to offset old income tax claim if it can be established that Laughton is a stockholder the producing outfit.

Film, reviewed in this issue from London, is billed as a Mayflower Erich Pommer-Charles Laughton) Production, for Associated British Clinemas release.

## **MUNI TAKES FOURTH** CRACK AT 'SEA WOLF'

Hollywood, March 15. 'Sea Wolf' has been tentatively scheduled as Paul Muni's next as-

scheduled as Paul Muni's next assignment at Warners. He due
here April 15 after a European tour.
Three versions of 'Sea Wolf' have
been made, the first having been
released by Paramount in 1920. InceTriangle issued a remake in 1925,
and the Fox Company did it with
sound in 1930.

## Colleen Moore to Retire

Colleen Moore to Retire
And Aid Child's Career
Albany, March 15.
Colleen Moore, star of silent pictures and traveling for the past three years with her \$500,000 'Doll House,' exhibited in department stores, etc., under tieups with local civic and charitable organizations, announced here that she would guit touring April 15 and would return to Chicago. Miss Moore will give her full time to the care of a seven-year-old daughter and a 14-year-old son. The daughter, Judy, wants to carve out a career in radio.

Miss Moore, who had no ambitions to go back to Hollywood, said her father, Charles R. Morrison, and her brother, Cleeve Morrison, will continue to travel with the 'Doll House.' They have been on the road, Morrison, Sr., superintending the packing and rebuilding of the 'castle.' The 'construction' process usually takes eight hours. In the three-year jaunt about the country not a

tle.' The 'construction' process usu-ally takes eight hours. In the three-year jaunt about the country not a single miniature has been broken nor a single costly piece lost.

## SCRIPTING THEIR OWN

SCRIPTING THEIR OWN
Hollywood, March 15.
Nicholas Barrows and Robert Sinclair have been signed by Ben Jucells to script their original, "Stepmother," which Lon Young will produce for Progressive Pictures.
Initialer on Progressive's, schedule, Dclinquent Parents," got under way last week at Grand National studios, with Melville Shayer producing, Nick Grinde directing. Castincludes, Doyls Weston, Helen MacKellar, Richard Tucker, Marjorie Reynolds, Virginia Brissac and Theodore von Eliz.

### HOLD 'EM, PETE

HOLD 'EM, PETE

Hollywood, March 15.

E. L. (Curley) Lambeau, coach of the Green Bay Packers, pro football-team, is here for confabs with Pete Smith at Metro on idea of another briefic featuring eleven as a sequel to last year 'Pigskin Champions'.

Five-year deal may be set for one nicture a year.

## The Girls' Eye View

By Marian Squire

### 'Mad About Music' Tailor-Made Click

Tailored to the youthful Deanna Durbin's histrionic measurements, 'Mad About Music' makes a pleasant interlude for Durbin fans. Her songs suit voice and personality, and situations are fashioned so that she may be both

voice and personality, and situations are fashioned so that she may be both amusing and appealing.

For the first time in a Durbin picture, romance enters. It rears a very young head, to be sure, with stammering little Jackie Moran admiring from a proper distance. The same delicate touch applies to the adult romance taken over by Herbert Marshall and Gall Patrick with a final adeout handclasp to indicate that everything is going to be all right now. Arthur Treacher, with his magnificently repressed indignation, a bit with Franklyn Pangborn, Christian Rub and Charles Judels help to keep things from getting too French pastry.

Miss Durbin's frocks are nearly all bolero type with circular swing skirts, Miss Patrick's wardrobe is of the flash type, as she's a famous film start besides being Deanna's mother. Appearances are brief in a long white fox coat, and in a metal cloth dress with a hat resembling a feather fan plastered over one eye.—This pluriage is abandoned for a simple black tailleuthen she apparently rendunces her career for daughter Deanna and Herbert Marshall.

nerr marshall.

Helen Parrish does a good job of a cat and Marcia Mae Jones, the loyal friend, as fellow students in the Swiss school presided over by Nana Bryant and Elizabeth Risdon.

### 'Big Broadcast's' Overplugged Tunes

Why it took five writers, not including the original author. Frederick Hazlitt Brennan, to assemble the jumble of specialties called 'The Big Broadcast of 1938' is one of those Hollywood question marks. Main attractions are the return of W. C. Fields to the fold, and some nice tunes. (By He way, is it any help to film to have its hit songs aired almost to oblivion before the picture opens?)

With a ship's concert as an excuse. Bob Hope m. c.'s various entertainers and is allotted a bit of sophisticated love interest with one of his three ex-wives, 'Shirley Ross.' Honeychile, otherwise Patricia Wilder, does a mike bit with Hope and is also an 'ex-wife.' Dorothy Lamour sings' You Took the Words,' wearing a flowing white gown and shirred bodice parted in the middle right down to the high girdle. With this goes a full-length, circular cut cape with dark fur collar.

Shirley Ross and Bob Hope vocalize the now highly popular 'Thanks for the Memory,' Miss Ross wearing a black dress and paillette ascot with one of those 'what next!' hats—black osprey rising from a tall cone.

Martha Raye starts. That Moon Is Here Again' in a molded evening gown with black feather cape and ends getting tossed about the boat in sequin decorated leotard.

Leif Erikson is Miss Lamour's romance, and Lynne Overman—who deserves a better fate—is brushed off with a couple of insignificant bits.

Fields manages to be funnier than his material as he roams through the picture wreaking havoc wherever he goes.

The Metropolitan's Kirsten Flagstad seems to be dragged in by her long blonde locks, to lend an operatic note with a Wagnerian aria.

Stage Show's Hi-de-Ho

Stage Show's Hi-de-Ho

Cab Calloway, resplendent in white tie and white tails, pleases the
Paramount jitter bugs with his Cotton Club orchestra. Calloway is more
of a scat leader, filinging himself and baton about the stage, as opposed to
the ultra modern school which directs unobstrusively with the left eyebrow
or the tip of a little finger.

Warbler Avis Andrews, punctiliously introduced by the leader as
Ah-vees, sings in a black lace pointed basque topping yards of transparent, shell-pink skirt and pink roses in her hair. Switches to hema
brown tulle with gold belt and gold leaft headband for "Julied-In 'Hi-de-Ino
Romeo'—number containing a few lines which could never be used on the
air.

Dancing is supplied by the Six Cotton Club Boys, hoofing in immaculate white military outfits, and Stump and Stumpy—who were so highly approved opening day (9), they almost had to do a Houdini to get off the

### 'Everybody Sing' Is Mildly Pleasant

Everybody Sing' Is Mildly Pleasant

There are so many pleasant people in Everybody Sing, it really should have been a better picture. Gets off to a good start, but begins to collapse in the middle like a neglected souffle.

Fannie Brice proves that she doesn't have to do 'Baby Snooks' or revive the old burlesque spring dance in pictures, unless she really wants to. The spring dance is done up in a new number called 'Quainty, Dainty Medulation of the start of the start of the same as she's perfectly capable of wrapping straight comedy up in a neat bundle and tying a sailor's knot in it.

Billie Burke gunes her felminine inconsistencies in a number of fluffy gowns, as the actress-wife of playwright Reginald Owen. She has varying degrees of hysterics in a black velvet period gown with sweeping skirt and low, square neck, edged with a sheer ruffle, and in a bed jacket composed of rows of puffed chiffon and marabou.

Judy Garland sings in little-girl frocks, a quaint costume and overalls—best number is her blackface swing.

The boy-meets-girl is assigned to Alan Jones, an Italian singing chef or cheffing singer, and Lynne Carver, daughter of the playwright-actress thousehold. Miss Carver does justice to a nice wardrobe—standouts are a dark suit with short fitted jacket, the reverse appliqued in white, a square shouldered ermine cape, and a draped white chiffon gown with white fox coat.

Fannie Brice is provided with romance, Adie Kurnetzoff, a basso, as the

Fannie Brice is provided with romance, Adia Kuznetzoff, a basso, as the

Fannie Brice is province with committee with the pursuit.

Reginald Gardner starts out as a villain, but since no one had decided on his exact character, he couldn't make it very clear. And Henry Armetta presides over an Italian restaurant with his familiar 54 degree angle walk.

## Knee Deep in Dixie Drawls

Knee Deep in Dixie Drawls

'Jezebel' might be retitled 'Pardon My. Southern Accent' with varying degrees of inflection rioting over the Music Hall screen in the Bette Davis 'At sunrise, suh' film.

Miss Davis keeps hers mechanically correct for the most part, but the strain of the whole thing sends her into a sort of blonde Katharine Hepburn monotone. She starts right out with tenseness and underlying tragedy, before anything has actually happened to her, making her crowning sacrifice something of an anti-climax.

George Brent casually abandons his accent, except when he is defending Southern Womanhood or precipitating a duel, which he is called on to do frequently and sometimes quite unnecessarily.

Henry Fonda, Fay Bainter and Margaret Early are consistent and convincing with the Dixie touch. Margaret Lindscy, being a damyankee, the only one who doesn't have to bother.

Miss Davis character is fuzzy around the edges, perhaps through no fault of her own. The fast switches from firstatiousness to devotion, from ornériness to exalted sacrifice, would try supreme histrionic powers. However, Miss Davis does have a touch of smug self-satisfaction in her expression even as she voluntarily rides off to almost certain extermination, in the yellow fever wagon.

'Old Southern Customs' are stressed almost beyond endurance—yet two Southern gentlemen, suh, "allowed to distress the ladies with a violent political discussion at the dinner party, without interference. This in the presence of the very ladies, whose slightest annoyance has heretofore been a signal for the gentlemen to choose their weapons.

# BROWNE'S UNION IDEAS

## Mols.-St. Paul Indies Still Balky On 'Snow White' 50%; Fear 'Precedent'

Minneapolis, March 15.
Twin City Independent neighborhood exhibitors ranks still are hold Ing Jast in an unofficial strike against Snow White. With the picture doing a smash business at the Minneapolis and St. Paul Orpheums and with theatre owners throughout the territory falling all over themselves to buy it, the belief in local film circles is that a break in the strike will occur any moment and then there! De a scramble to sign contracts. However, as yet not a ingle Minneapolis or St. Paul independent theatre has been closed for the Disney classic.

Balking against the 50% demondered. ing fast in an unofficial 'st

ingle Minneapolis or St. Paul independent theatre has been closed for the Disney classic.

Balking against the 50% demanded for the picture, the independent exhibitors have been adhering to an unwritten agreement not to buy it. Leaders of the fight say they're-tearful to have a precedent set. The indies admir they probably would make more dough with it than ordinarily even at the stiff percentage, but they declare it's a matter of principle that keeps them from buying. It they give in now, they argue, other distributors will come along ext selling season and demand 50% too, for outstanding pictures and then they'll be 'ruined' Besides, they contend, the unsatisfactory box office quality of much of the RKO product of the past several years makes the 'Snow White' demand all the more 'unreasonable.' But with the Minnesota Amus. Co. (Paramount) and the leading out-of-town accounts signed up for the film, the local RKO office seems unconcerned about the Twin Cityties' attitude.

At the Orpheum here the picture grossed approximately \$18,000 its first week and may hit \$15,000 its first week and may hit \$15,000 its first week.

Dallas, March 15.

Bob O'Donnell, v.p. and general manager of the Interstate circuit of more than 100 houses in the Southwest, absolutely refused to deal on the 50% basis RKO was demanding for 'Snow White.' He declined to budge even when Cress Smith came down from New York to apply the pressure. Finally the papers were signed with the rentals to begin at 35% running to 50% on a sliding scale.

Day that dickenters.

Day that dickering was finished and announcement made that Majes-tic in Dallas would open the carloon March 26.

## M-G NICKED \$10,000 IN SCRIPT THEFT CASE

Hollywood, March 15.

Hollywood, March 15.

David Weissman and Dr. Harry
Barsha were awarded a \$10,000 judgment against Mctro by a superior
court jury in their plagiarism suit
against Mctro. Action was based on
the production of 'A. Day at the
Races, starring the Marx Bros.

Victory for writers was first of its
kind at the hands of a California
jury, only judges having ruled in
favor of plaintiffs in similar actions
in the past. Proceedings were based
on alleged thefting from the Weissman. Barnsha yarn. 'High Fever,' submitted to the studio and rejected in
1935.

Pair had sued for \$75,000.

## Want Hawks, Cagney For RKO's 'Gunga Din'

Hollywood, March 15 Hollywood, March 15.
Pandro Berman is angling for the
loan of James Cagney from Warners
for the lead in RKO's heavily
budgeted Gunga Din. Another deal
pending is for Howard Hawks to produce and direct.
So far cast are Richard Dix
Douglas Fairbanks, Jr., and Cary
Grant.

## Charlotte K. O.'s Sundays

Charlotte, N. C., March 15. Charlotte's Sunday blue law con-troversy is a dead issue for at least eight months, following action by the

The council voted to table the open Sunday debate until the legislature can be asked to approve a referendum on the mooted question.

The civic body previously had voted both for and against the proposal. The 1937 legislature refused to approve a referendum bill.

## One Attorney To Act in All Six Suits Vs. Loew's

Expected that the half dozen mi-nority stockholders' suits filed re-cently N. Y. supreme court against the officers and directors of Locws, Inc., will be merged into one action with Emil K. Ellis, attorney action with Emil K. Ellis, attorney for Bernard Epstein, originator of the suits, being selected to handle the entire matter when it comes to trial. Justice Aaron J. Levy last week reserved decision on the mo-tion of the plaintiffs to consolidate the action, advising those suing to get together on the selection of a general counsel to present the

general counsel to present the

The suits were brought for an injunction to restrain the officers and
directors from paying themselves
salaries and bonuses allegedly out
of proportion with the estimated
take of the corporation and its subsids during the coming fiscal year,
although the salaries and rake-offs
were voted at a stockholders' meeting last February. Several of the
plaintiffs also seek an accounting
of nearly \$50,000,000 expended by
the corporation during the last four
years. Most of the 14 top exces
who are named defendants have entered general denials to the charges. tered general denials to the charges

## TOO MANY YOU-ALLS, M-G NOT FROM DIXIE

Hollywood, March 15. Hollywood, March 15.
Overdose of southern and Civil War pictures now in the malcing by major studios has caused Metro to shelve 'The Story of Stephen Evans,' recently-purchased original by Maicolm Stuart Boylan and Tom Reed, Norman, Krasna was to have produced.

First idea was to have Boylan and Reed script the piece for immediate production. Instead the pair have checked off the lot.

### WB Renews Schlesinger; Cartoon Feature Plans

Cartoon reature rians
Hollywood, March 15,
Warner's optioned Leon Schlesinger's cartoons for another two years.
Norman Moray negotiated the deal,
while Schlesinger is in the hospital
to prepare for an operation.
Contabs on feature length cartoons
under consideration by Schlesingerwon't be held until arrival here
March 25 of Gradwell Sears.

Philadelphia, March 15, Philadelphia, March 15.
Mikc Anjelo, Philly artist, who recently returned after working in
Disney studios on the Coast, is prepping a feature-length cartoon of Don
Quixote.' Now dickering for financial aid to get -sufficient, footage
drawn to garner major producer

drawn to garner major producer backing. Several former Disney artists working with him.

## NO 'TAKE OVER' BY THE IATSE

Each Would Retain Loca Autonomy—IA Prez Merely Thinks the 'One Big Union' Is a Good Idea for Dustastian

### COLLECTIVE STRENGTH

Plan of George E. Browne for one hig union of all show business work ers does not necessarily call for his International Alliance of Theatrica Stage Employees to 'take over' the Stage Employees to 'take over' the performers unions noy for any other jurisdictional invasion, according to the IATSE prez. On the contrary, the idea would be of all such unions voluntarily coming into an inclusive organization and retaining their local

woluntarily coming into an inclusive organization and retaining their local authonomy.

However, Browne adds, while he does not intend to "take over" any other union if he can avoid it, he is prepared to go to such lengths if other union heads refuse to cooperate in his plan of voluntary adherence to the one big union idea. He insists his only aim seeking the one big union is to protect his huge IATSE, membership from the effects of possible 'wildcat' strikes by some of the small but vital (from a production standpoint) groups. He thinks his plan would also protect such small outlist from each other. According to Browne, his IATSE has a total enrollment of around 110,000. Of that number, 72,000 are paid-up members upon which the International pays a per-capita tax to the American Federation of Labor. He concedes that the Screen Actors Guild has a total enrollment of around 7,000, but argues that the actual membership on which per capita tax is paid amounts to only about 2,500 players. On that basis, he rates the Associated Actors and Attistes of American membership at about 6,000 total.

Protecting 72,000 Members

## Protecting 72,000 Members

Protecting '12,000 Members
To Browne's way of thinking, his
72,000 members should be protected
from the risks of unemployment dus
to a possible strike by a mere 2,500
workers. Further, he claims that the
combined number of film writers and
directors amounts to only about 300
or 400 persons. Yet those few, because their functions are particularly
vital to the industry, could tie up the,
whole works if they walked out, he
says.

says.

Possibility of any such small group, because of their importance in production, throwing 72.001 ATSE members out of work strikes Browne as ludicrous. He says his duty as IATSE prez is to protect his members from such danger.

what Browne proposes is a fairly cohesive federation of all show busi-ness worker, relaining the AFL craft union idea, but gaining the ad-vantage of the CIO vertical setup. According to his plan, there would be a council of representatives from be a council of representatives from all the show biz unions. That council would study, confer and agree on all questions involving the members of any union included and each union would agree not to strike unless the council. had authorized such action. In that case the entire federation would strike in a single movement, but Browne's idea that such a policy would not only strengthen each union involved by giving it the added backing of all the other unions, but would protect the various unions

added backing of all the other unions, but would protect the various unions from being hit by each others strikes. He does not reveal whether the various unions would vote according to their membership strength or as single units, but presumably their voting power would be proportionate to their numerical strength.

According to that view the LATSE.

to their numerical strength.
According to that view, the IATSE, which admittedly outnumbers the Four As and other show business unions, would dominate the Jederation affairs. Also, in that case, Browne's statement that each union (Continued on page 25)

## Actors Guild in Lone Move For Basic Agreement Revise by Prods.; Others Mark Time 'Til Biz Improves-

Hollywood, March 15.
Screen Actors Guild is the only studio craft that will press demands April 1 for reopening of present basic agreement with the producers. Actors are debating the advisability of seeking a wage till and shorter hours for extras, but major negotiations are certain to be based on improved working conditions for free-lance and day players.

Ten-year agreement between the

## Studio Union **Negotiations Not Yet Begun**

Although negotiations on terms and conditions for each year between producers and unions signatory to the basic five-year studio acreement are usually started in tween producers and unions signatory to the basic five-year studion agreement are usually started in New York in March, no dates are known to have been set when the various parties will get together this spring. George E. Browne, president of the international Alliance of Theatrical Stage Employees reached New York during the past week, but Pat Casey, who represents producers, has not notified his N. Y. office when he is due in.

Conferences under the five-year basic agreement are expected to get under way before the end of the month, however, either in the east or in Los Angeles. It has been reported this year's negotiations may be handled from the western end. Under the studio basic agreement, which has two more years to go, terms, working conditions, etc., are set annually with the big internationals dispatched of Electrical Workers and the Painters.

## SHORT COIN STALLS TORRES' PIC WASHUP

Hollywood. March 15.
Whether Miguel C. Torres, indie
producer, finishes his production of
an English version of 'Maximilian
and Carlotta,' needing only four
more days of shooting, depends on
his ability to another \$7,000,
due cast members in back salaries.
If he succeeds, an unnamed bankroller stands ready to put up the
\$10,000 necessary to complete the
production.

actors and producers provides con-fract may be reopened once a year, on April 1. While various changes may be proposed by ither side ar-bitration is limited to wages and

may be proposed by ither side, arbitration is limited to wieges and working hours.

Other studio organizations, in Cluding the International Alliance of Theatiracl Stage Employees, Studio Transportation Drivers Local 399. International Brotherhood of Electrical Workers and United Brotherhood of Carpenters and Joiners of America Local 946 are expected to defer negotiations until employment situation has improved and mulor situation has improved and mulor studios have completed financial reorganizations and personnel changes. Labor tops generally agree that time, April 1, will not be opportune to press demands for waye crosses. They believe their chances of success will be better if, producer-labor basic agreement conferences scheduled for New York April 1 are delayed until late the spring or early summer.

the spring or early summer.

Favors Later Meetings
Dan J. Tobin, international president of the teamsters union, was here last week and discussed the situation with Pat Casey, producer labor contact. Dave Beck, western organizer for teamsters, and Joseph P. Tuohy, head of Local 399. Reported Tobin was inclined to have conferences deferred until later in the year.

ported Tobin was inclined to have conferences deferred until later in the year.

Robert Montgomery, president of the SAG, and Kenneth Thompson, executive secretary, are now busy working with the SAG board of directors in an effort to find a satisfactory plan for reducing membership of extras. Closed shop has been declared on extras and books closed to further membership applications, but Guild has more than 10,000 junior members, with work for less than 2,000 extras. Casual players and others who become delinquent in dues will be dropped from rolls to provide more work for regular players who derive their livelihood from film industry. Nominations for election of officers of the Junior SAG close Friday (18). A president, first vice-president, second v.p. and secretary-treasurer will be selected from the 3d directors to be elected by the rank and file on April 10. Eleven of the directors will be named for a three-year term, 11 for two-year term and 11 for one year.

Jack Cheatham and Charles Drubin have been appointed studio-checkers for the SAG. They will aid present staff which has been working from 12 to 16 hours daily.

Go After Index

producer, finishes his production of an English version of 'Maximilian and Carlottal, needing only four more days of shooting, depends on his ability to another \$7,000, due cast members in back salaries, if he succeeds, an unnamed bankroller stands ready to put up the \$10,000 necessary to complete the production.

Filming on the production, which has Conrad Nagel and Lionic 1 Atwill prominently cast, was halted a month ago. Screen Actors Guilld demanded that back wages be paid before permitting its members to return towork.

Creditors numbering about 25, include 'Talisman Studio, C King Charney and Consolidated Lab.

Robert Sinclair to Coast;

Contract with LeRoy

Robert Sinclair to Coast;

Contract with LeRoy

Robert Sinclair fegit and film director, has gone to the Coast under contract to Mervyn, LeRoy, Ticket calls for him to spend months a year with Metro and six months east to stage, legits.

His wife, Jane Buchanan, stays in The Star Wagon, at the Empire, N. Y. for the balance of the run, then will go to Hollywood for the summer. Next season's legit plans of both Sinclair and Miss. Buchanan are indefi ite.

Director recently staged 'Save' Mc the Waltz' for Mux Gordon.

## Trade Holds Up in L.A. Despite Flood, Lent; Durbin's \$25,000, 2 Spots, Leader, 'Sally' 22G, 'Gold' 21G, 'Romance' Out

Los Angeles, March 15.

Most grosses, locally on the current week are leaning to the profit side, despite. Len and profit and the control of the control of

Sergeant Murphy' (WB) very nifty 11,500.

Orpheum (Bdwy) (2,280; 25-30-35-40)— Adventure's End' (U) and Swing Your Lady' (WB), dual and vaudevilly Trade about normal with value (U) and Sergeant (U), so-so 37-300.

Pantages (Pan) (2,812; 30-40-55)— Mad About Music' (U) and Midnight Intruder' (U), dual, House is throwing in a preview for tonight (Tues), so looks cinched for \$13,000. Certain to stay two to three weeks. Last week, 'Bringing up Baby' (RKO) and 'Squadron of 'Honor' (RKO) and 'Squadron of 'Honor' (U), which is the stay of the stay

d \$5,000.

aramount (Partmar) (3,595; 305)—'Romance in Dark' (Par) and
e show. Couple of previews
iwn in for assistance but no dice
goes after five brutal days,
00. I Met My Love Again' (UA),
mod stanza of 'Big Sonderst'
r), failed to hit expectations for
\$1,300.

(Par), failed to hit expectations for Iari \$1,300.

RKO (2,872: 30-40-55) — 'Mad About Music' (U) and 'Midnight Inded' (U), duld Will Innish underly \$1,2000. hig. Last week, foundary third wk. of 'Bringing Up Baby' (RKO) and 'Squadron of Honor' (Coy), very satisfactory \$4,500.

State (Loew-Fox) (2,414; 30-40-575)—'Sally, Irene, Mary' (20th) and 'Dangerous to Know' (Par), dual. Hittins nifty stride, no trouble doing neat \$12,500. Last week, Merrily We Live' (MG) and 'Paradise for Three (MG), \$1,800.

Deut J. (WG) and Paradise for Three (MG) and Paradise for Three (MG) at 100. The following follo

## West, Crawford, Each Solo, \$3,000, Lincoln

Snow White is the honores and oing into the Orpheum for an excession of the \$8,000 10-dity run at he Stuart which was excellent. Pic as run itself out however and here's diffle possibility it'll gather nuch more.

ing Headlines (Col) and 'Glamourous Night' (Rep) Olray \$1,000 Lost Nigh' (Pol) (Pol) India \$1,000 Lost Nigh' (Cooper) (1,200; 10-15)—Dinner at Ritz' (20th) and Slave Ship' (20th) split with 'Night-Glub-Scandal' (Par) and 'God's Country' (WB). Good enough, \$1,000. Last week, 'West of Rainbow (Mono) and Born: to Dance' (MG) split with Born to West' (Par) and Elephant Born to Dance' (MG) split with Born to West' (Par) and Elephant Sunsedin Coops (1,600; 10-20-25)—"Every Day's Holiday (Par) Strong, and will get \$3,000 or better. Last week, 'Love and Hisses' (20th) went foxy and fancy to \$3,000.

Orpheum (Cooper) (1,350; 10-15)—20-25-40)—"Snow White' (Rho), single featured and a complete surprise, runing up a \$2,200, very food-40)—Rainsequin' (MG). In for five days and righting the sked broken by the Snow White' extension. May get \$3,000, good. Last week, for 10 days, 'Snow White' wknammo \$5,000.

## **DURBIN \$12,000**; **BUFFALO FAIR**

Buffalo, March 15.

'Snow White' in its second week at the Lakes is still grossing top drawer figures for this period, although the gross represents only about half of the Brate weeks record peak. Made the Latayette for what should be another three-week engagement.

Estimates for This Week
Buffalo (Shea) (3,600; 35-40-60)—
Merrily We Live' (MG). Looks to do only 39,000, poor. Last week, Big Broadcast' (Par), down to only another the state of t

## Portland, Ore., Strong; 'Sawyer'-'Doll' \$6,000

going into the Orpheum for an extension of the \$8,000 I O-diay run at the Stuart, which was excellent. Piclos as the state of the state

## First Runs on Broadway

Week of March 17
Astor — 'In Old Chicago' (20th) '(1)th wk).
Capitol — Merrilly We Live' (MGM).
(Replemed in Vamery, March 2)
Criterion — Bulldog Drummond's Peril' (Par) '(18).
Globe — 'Radio City Revels (RKO) (19).
Music Hall — Jezebel' (WB) (2d wk).

Music Hall — Jezebe! (WB)
(2d wk).
Paramount—Big Broadcast of
1938' (Par) (2d wk).
Rialio—Start Cheering' (Coi)
(15).
Rivali — Romance in Dark!
(Par) (19).
Reviewed in Vanery, Feb. 16)

(Rivin — Rolling in Vanisty, Feb. 16)
(Reviewed in Vanisty, Feb. 16)
(Roxy—Mad About Missic (U)
(2d wk).
Strand—Love, Honor and Behave' (WB) (19).

Week of March 24
Astor—In Old Chicago (20th)
(12th wk).

Capitol — Merrily We Live'
(MGM) (2d wk).
Music Hall—Fools for Scandal' (WB).

Paramount — 'Bluebeard's

Capitol. — Merrily We Live'
(MGM) (2d wk).

Music Hall—Fools for Scandal' (WB)
Paramount — Blue be ar d's
Eighth Wife' (Par) (23).
Rivoli—Romance in the Dark'
(Par) (2d wk).

Roxy—Rebecca of Sunnybrook Farm' (20th).
(Reviewed in Vanury, March 9)
Strand—Over the Wall' (WB)
(26).
(Reviewed in Vanury, March 9)
Strand—Over the Wall' (WB)
(26).
(Reviewed current Vanury)

strong at \$4,000. First week registered a smashing success with \$6,000.

Rivoli (Indie). (1,200; 15-40)—
Partners in Crime' (Par) and Springtime in the Rockies' (Rep), with vaude, Getting across for about an average \$2,400. Last week, Blossoms on Broadway' (Par) and Telephone Operator' (Mono) with vaude hit a high spot for good \$2,700.

The Ret (RKO) dived to \$4,000.

For (F-WC) (5,000; 35-55-75)—Gold and Windjammer'
Arsene Lupin Returns' (M-G). Second week getting great results at \$5,500. First week proved a big winner, \$6,500.

For (F-WC) (5,000; 35-55-75)—Sirat tweek proved a big winner, \$6,500.

Three solid days of coming over the weekend, slapped every thing here. Biz was off all over flow in the opening session.

Stainley is picking up slightly after last week's washout, but Gold is Where You Find It and Jimmie on a ho, is off at the Penn, and will be lucky to do half what it did not the opening session.

Stainley is picking up slightly after last week's washout, but Gold is Where You Find It and Jimmie on a ho, is off at the Penn, and will be lucky to do half what it did not the opening session.

Stainley is picking up slightly after last week's washout, but Gold is Where You Find It and Jimmie on the opening session.

Stainley is picking up slightly after last week's washout, but Gold is Where You Find It (WB) and Cover during the first stanza was greatest in the theatre's history, surpassing Eddi Cantor's p. a., which looked unbeatable; second stanza and playing an extra show at mid-array the provided and the second week's high and playing an extra show at mid-array the provided and playing and playing an extra show at mid-array the provi

Éstimates for This Week
Alvin (Harris) 12,000; 25:35-50)—
Start Cheering' (Col). House back
to singles again for a spell after
mess of duals and this one hus prospects for \$7.000, fair. Last week, reissue of Lives of Bengal Lancer'
(Par). and 'Dangerously Yours'
(20th) in five days fairly satisfactory
at \$4,850.

10,000 set by Atter the Jim water green) Stanley (WB), (3,600; 25-40-60)— Baby 'Gold Is Where You Find It (WB) other and Jimmic Lureeford's band going Pounding out Intily respectable

## Mpls. Biz Oke Despite Lent, Taxes; 'Snow White' 12G 2d Wk., Tops Town

gross. \$18,000, all right. Last week, Every Day's Holiday' (Par) and Barney Rapp orch—Billy, Gilbert in person brutal at \$13,750.

Warner (WB) (2,000; 25-40)—She's Got Everything (RKO) and Bulldog Drummond's Revenge (Par). Marquee has a presentable array in his dual and not accompany of the second of the seco

## 'MURDER' \$18,000; S. F BIZ N. S. H.

Justice of the control of the contro honors among the first-run honese are the Circle, with 'Baroness and the Butler and 'Hollywood Hole's stage revue, and the Lyric, with Louis Armstrong and his bund on stage with Penrod and Twin Brother' as the flicker. 'Bordertown,' relissue at the Apollo, is not getting anywhere.

Exhibs are plenty harassed by the Borderts Show at the Coliseur at Butler fieldings the Coliseur at Butler fieldings the Circle (MG) and 'Arstrague and the Coliseur at Butler fieldings the Coliseur at Butler fieldings the Circle (Katiz-Dolle) (1,100, 25-30, 40)—Bordertown' (MG). Tommy Kelly and Ann Gillis dd. personal at Butler fieldings the fieldings around the consecutive week of the Coliseur of th

Minneapolis, March 15.

Despite the general business de-pression, Lent and income tax payment time (federal and state), prosperity in its second successive in the saddle where it climbed seven

Although the legit stage show, "The Women," is attracting healthy The Women, is attracting healthy patronage to the Lyceum, Snow White, Still is giving a sensational Orpheum box-office performance and 'all-star' stock burlesque, with Ada Leonard, reopens Harry Hirsch's Gayety, the opposition won't be quite so tough as in the preceding seven days for the Minnesota and Century, However, neither 'A Yank at Oxford' nor 'Of Human Hearts,' at those two houses, is showing-much box-office virility.

The Hurricane' remains for another seven days, while Birth of a Baby' enjoys at third downtown week. Hurricane' moved from the Minnesota to the State, and 'Baby' from the Lyceum to the Alvin, Friday (18) brings one of the comparatively infrequent stage shows into the Orpheum—a battle of swing' between Benny Meroff, and Charlie Agnew's bands.

Estimates for This Week

Estimates for This Week
Alvin (Steffes) (1,500; 25-40)—
Birth of Baby' (Skirboll) (3d week),
Moved here after two stupendous
weeks at Lyceum, where it had to,
give way to prior bookings after
copoling \$12,500 the first canto and
\$1,000 the second; starting to slip,
which isn't strange; Fair \$4000 indicated; house was reopened this week,

which isn't strange; Fair \$4,000 indicated; house was reopened this week.

Aster (Publix-Singer) (900; 15-25)
—Charlie Chan on Broadway' (20th) and 'Prescription for Romance' (U), dual first runs, split with 'Daughter of Shangha!' (Par) and 'Sergeant Murphy' (WB), also dual first runs. Headed for good \$1,200. Last week 'Women in Prison' (Col) and 'Change of Heart' (20th), dual first runs, split with 'Scandal Street' (Par) and 'Texas Trail' (Par), also dual first runs, \$500, fair.

Century (Publix-Singer) (1,600; 25-35-40)—70f Human Hearts' (MG). Public response only mild; light \$3,000 indicated. Last week 'Mannequin' (MG) (2d week), \$3,000, only so-so-ding one \$5,500 first week.

Misnessels (Publix-Singer) (4,000; 500). Last week 'Hurricane' (UA) \$5,000, good.

500. Last week 'Hurricane' (UA) \$9,000, good.
Orpheum (Publix-Singer) (2,890;
25-35-55)—Snow White' (RKO) (2d week). Season's box-office sensation is holding up in remarkable fashion; turnaway biz over the weekend again; big \$12,000 on top of terrific. \$18,006 (Publix-Singer) (2,300; 25-35,00- Hurricane' (UA) (2d week). Did fine first week at Minnesota, but now the box-office is experiencing a let-down; fair \$3,500 seems likely. Last week 'Thrill of Lifetime' (Par) and 'Night Club Scandal' (Par), \$3,000, good.
Time (Berger) (290; 15-25)—Little Miss Marker' (Par) Reissue hitting slow, pace: looks like \$400. Last week 'Danama' (MG), reissues, split, noor \$500.

\*\*Undewn\*\* (Publix\*\*) (1,200; 25-35)—

Guardsman' (MG), reissues, split, poor \$500.

Updown (Publix) (1,200; 25.35)—
Happy Landing' (20th). First nabe showing; looks like good \$2.800.
Last week 'Nothing Sacred' (UA), \$3.000, big.
World (Steffes) (350; 25.35-40.55)—
They Worlt Forgel' (WB). Critics and customers raving, and it should run fortnight or longer; good \$1.800 indicated. Last week. En Saga' (Swedish), went out after third day of second week, hitting \$2,000 for 10 days, okeh.

## No Squawks in the Loop; 'Rebecca' Oke \$11,000, 'Merrily' Ditto, Judy Garland Aids' Romance' to \$30,000

Chicago March 15.
Loop picture houses have little to complain about, for business is holding up satisfyingly enough. Nothing smashing through but generally okay.

mashing through but generally key.

'Snow White' goes into its second yeek-at the Palace, and is still garuering a walloping share of coin. 'A trict 35c tab for the kid trade at allimes helps the gate.

The short the condender of the condender of the condender.

The condender of the condender of the condender of the condender.

The condender of the condende

rom the UA.
Judy Garland is accounting for
rade at the Chicago, with the perronal dividing some of the kid busiess with the Palace. Also a kid picure and starting off at a pretty fair
acce is "Rebecca of Sunnybrook

Farm:
Estimates for This Week
Applio (B&K) (1,200; 35-45-55-75)

- Yank at Oxford' (MC) Back to old
solicy for the house, headed for \$6,-00, all right. Last week 'Old Chiago' (20th) finished a six-week roadshow to a low \$9,000 for its final
week.

week. Chicago (B&K) (4,000; 35-55-75)—
Romance in Dank (Par) and stage how: Judy Garland personal attracting bulk of biz, headed for possible \$80,000, good, currently. Last week. Tovarich (WB) managed

sible \$00,000, \$00

d week). Headed for \$25,000 cm, -nity after snagging sensational 17,000 last week. Fine exploitation bb by A. L. Burks from RKO ho, guring importantly for cartoon to by Mae West personal in ahead, 12,000

top Mae West personal in ahead, \$33,000.

Roosevelt (B&K) (1,500; 35-55-65-75)—Rebecca (20th). Opened Saturday (12) and looks for about \$10,000 oke Last week Baroness; \$10,000 oke Last week Baroness; \$20th took \$8,500 for second week. \$20th took \$8,500 for second week. \$400 for second

## **LIGHT \$11,000 FOR** WEST-MEROFF, OMAHA

under last week's take despite one of Orph's infrequent stage shows, but sum still in advance of past few

"Snow White' goes into second week at Brandeis after shattering records last week. Although didn't break opening day figures, surpassed

records last week. Although didn't break opening day figures, surpassed every weekly record since house has had alins (four years). Second week looks to beat any other film bill here in past year, and at that rate almost certain to stay third week which will put it in class with "Mr. Deeds' and "Little Women."

Benny Meroff and orch on stage at Orph showing themselves as good music crew, but only average vaude attraction. Mae West doing little toward garnering biz.

Estimates for This Week Brandels (Singer-FKO) (1,200; 15-25-40).—Snow White '(RKO). Single featured, goes into second week. In the stanza sent previous 1,000, uncard of the house. Seven-shows daily with continuous hold outs explanation. Second week lieaded for \$7,500 which will establish holdower week record, and little toward garnels of the second week lieaded for \$7,500 which will establish holdower week record, and little to mean third week run.

Dundee (Goldberg (560; 10-25)—Perfect Specimen '(FN) and 'Thoroughbreds Don't Cry' (MG) with March of Time added for double bill first three days of week; 'You're

## **Key City Grosses**

Estimated Total Gross
This Week . . . . \$1,524,800
(Based on 22 cities, 158 theatres,
chiefly—first—runs,—including

N. Y.)
Total Gross Same Week
Last Year . . . . \$1,667,900
(Based on 27 cities, 182 theatres)

(Based on 27 cities, 182 theatres)

Sweetheart' (U) and 'Alcatraz' (FN)
Sunday through Wednesday, dualled,
With Saturday kid matinee will run
\$1,550. Last week 'Tovarich' (WB)
With Saturday kid matinee will run
\$1,550. Last week 'Tovarich' (WB)
with med first three days like tabe;
wells Fargo' (Par) and 'Partners in
Crime'. (Par) doubled second four
days, responsible for most of week's
bir; \$1,200 total, good.
Omaha (Blank) (2,100; 10-25-40)'Stella Dallas' (UA) and 'Stt. Murphy' (WB) dual. Looks oke \$7,500.
Goldwyn Follies' (UA) and 'Invisible Menace' (WB) double and sailed
along to hefty take, missing holdover
by nose, \$10,300.
Orpheum, (Blank) (2,976; 10-35-55)
—Every Day's a Holiday' (Par) with
Benny Meroff and 'Gongress Casino,
Rouse' on tage, show per month,
Only fair, and upped admission is all
that brings total up, West pieture
hardly holding its own; \$11,000 for
week, lightest of any stage attraction
here in year or two. Last week
'Everybody Sing' (MG) and 'Love Is
Headache' (MG) in dual harness carried along to satisfactory figure at
\$7,800.

## 'REVELS'-VAUDE \$12,000, BALTO

Baltimore, March. 15.

With most of town holding over to just fair returns, new entries, 'Radio City Revels' at the combo Hipp, aided by strong vaude bill, the 'First Hundred Years' at Loew's Century, are getting a fairly steady play, at \$12,000 and \$3,500, respectively, Estimates for This Week Century (Loew's-LUA), (3,000; 15-25-35-40-55)—'First Hundred Years', CMG). Getting a fairish play at \$5,500. Last week Merrily We block (MG). Getting a fairish play at \$5,500. Last week Merrily We block (MG). Getting a fairish play at \$5,500. Last week Merrily We block (MG). Getting a fairish play at \$5,500. Last week Merrily We block (MG) and strong vaude linesels (RKO) and strong vaude linesels (RKO). The strong vaude linesels (RKO). The strong vaude linesels (RKO). The strong vaude linesels (RKO) at \$5,500 for record-making total of \$61,700 for Record

ord-making total of \$61,700 for the run.

Auditorium (McLaughin) (1,440; 15-25-40)—Snow White' (RKO) (5th week). Rented by Izzy Rappaport for continued run, Disney film is chalking up more profit at \$4,700. Sixth session already indicated.

Keith's (Schanberger' (2,500; 15-25-35-40-55)—Mad. About Music (U) (2d week). Holding up in fair style at \$7,000 after bullish opener to \$11,800.

New (Mechanic) (1,400; 15-25-35-40-55)—Sally, Irene and Mary' (20th) (2d week). Not much at \$2,500 after mild initial go to \$3,700.

Stanley (WB) (3,540; 15-25-30-40-55)—Big Broadcast' (Par) week). Soss going to possible \$6,500. after olday first session to \$3,400.

Work' (WB), \$5.500, good.
Princess (CT) (2.300; 50)—Action for Slander'-(UA) and 'Sez O'Reilly to McNab' (G-B). Good enough at \$5.000. Last week, Romance in the Dark' (Par), and 'Scandal Street' (Par), fair at \$4,500.
O'spheum (Ind) (1.00; 50)—Notherlong still with \$3.000 gross likely. Last week; \$3.500, very (good.
Cinema de Paris (France-Film) (G00; 50)—La Citadelle de Silence (4th week). Should gross \$1,500, good enough, after \$1,300 last week. St. Denis (France-Film) (2,300; 34)—Le Mari de la Reine' and L'ille des Veuves: Recovering some 'L'ille des Veuves: Recovering some 'L'ille des Veuves' Re

## **'SALLY,' \$11,500, TOPS SLOW CINCY**

Cincinnati, March 15.

So-so returns in general along cinema:lane currently 'Sally, Irene and Mary' at the Palace, is the No. 1 collector at \$11,500, a shade better than 'A Slight Case of Murder' at the Albee. Keith's is above par with '\$5,500 on 'Boy of the Streets.' Other major straight screen stands have holdover, product. 'Vaudilm Shubert, linking 'First 100 Years' and a five-act bill hendlined by Bell's 'Hawaiian Follies,' is pegged for \$11,000, This Week.

Bettimates for This Week.

A Slight Case of Murdel Big Broadcast'
Capitol (RKO) (2,000, 35-42) — 'Yank at Oxford (MG), Transferred from Palace for second week. Passable, \$4,500. Last week, '\$5,00 white (RKO) (4th week), \$4,500 all right.

Family (RKO) (1,000, 15-25) —

week, Sassa was sassa week, Sassa week, Sassa week, Sassa week, Sassa week, Sassa week, Sassa was sassa was sassa week, Week,

## 'Merrily' Dual Snappy \$14,000 in Providence

## Usual Alibis for B'way, Income Tax, Lent, Etc., But Deanna Durbin a Sock 48G, 'Jezebel' 75G, 'B'dcast'-Cab 43G

## **Broadway Grosses**

Estimated Total Gross
This Week \$273,100
(Based on 12 theatres)
Total-Gross-Same-Week
Last Year \$280,100
(Based on 12 theatres)

Business is even poorer this week, although numerous new pictures came in The bulk of what trade is account in the bulk of what trade is going to Mad About Musicut the Boxy and to, the Paramount, where Cab Calloway is hypomag 'Big Bradeast' General conditions, Lent, income tax and too ruch rainy weather is apparently accounting for most of the current slump.

in the control of the control sump.

Mad acout Music is tops for the bown at a smash \$\$8,000, while the Broadcast Calloway combination, at \$43,000 on its first week ending last night (Tues.), is very satisfactory, but no smash. Calloway is getting a very strong, play from the Harlem fans just as Benny Goodman's jivesters drew 'em.

Disappointers are led by 'Jezebel' looks only \$75,000 tops.

The former books only \$

## TOM, SALLY 1-2 IN L'VILLE

Louisville, March 15. Outlook currently good, despite the fact that some 25,000 are with-

out employment here. Lenten sea-son is also depressing grosses. Loew's State doing hefty mat-ines trade with 'Tom Sawyer,' and opened with a preview at which the juve stars made a p. and spent several days in town, with radio interviews, visits to various hospitals and institutions.

of Murder is valiantly fighting present odds on its third week for a possible \$14,000, okay, but the Rivoli is petering a lot with "Goldwyn Follics" on the final (4th) Iap, probably only about \$10,000. All theatres took a bad licking Monday (14) against an sail-day rain drop-being severe-even-where the shows were good.

Among the week's sufferers is the fall Broadway operations. With 'Bad Man of Brimstone' and the Earl Hines orchestra, the house dips to not of the lowest figures in two years, \$18,000 or under. The twin-bill Palace is off also, appearing only about \$3,500 in Under The twind bill Palace is off also, appearing only about \$3,500 in Under The word is the sufference of the suf

### Estimates for This Week

Estimates for This Week
Astor (1012; 55-51,10-\$1,65-\$2,20)—
Old Chicago (2011), (10th week).
Here away off last week (9th) to 27500, n. as. Closes March 27 after run which will be highly profitable, however.

run winch wif be highly profitable, however.

Capitol (4,520; 25-35-58-85-81.25)—
Everybody Sing (MG). No dice with this one, a poor bet at \$17,000. Last week, second for 'Yank at Oxford' (MG), around the same, fair. 'Merrily We Live' (MG) opens here tomorrow (Thurs.).

Criterion (1,662; 25-40-55)—Dangerous to Know' (Pair) and 'Lone Ranger' (Rep). They're going for the 'Ranger' serial here, which helps but this week at about \$8,000 still mild. Last week, 'Prison Nurse' (Rep) and 'Ranger' installment, \$10,000, good.

Globe (1,274; 25-40-55)—When G-

Globe (1,274; 25-40-55)—When G-Men Step In' (Col.). Not much as a business-getter, probably around \$6, 500, fair. Last week. Penitentiary' (Col.). considerably better, around \$7,500.

(Coi). considerably better, around \$7,500.
Palace (1,700; 25-35-55)—'Gold Is Where You Find It' (WB) and 'Baroness and Butler' (20th), both 2d run, dualed. Back to duals after 'Snow White', on a single basis, and off to about \$8,500. Last week (3d) for 'Snow White', \$12,000, nice.
Paramount' (3,064; 25-35-55-85-99)—'Big Broadcast' (Par) and Cab Calloway orchestra. Goes into second week today. (Wed) after first seven days which snared nice \$43,000. Calloway, whose draw is heavy with the Harlem folks, credited with much of this bushess. Third week

Son is also depressing grosses.
Loew's State\* doing hefty matines trade with 'Tom Sawyer,' and opened with a preview at which the juve stars made a p. and spent several days in: town, with radio in terviews, visits to various hospitals and institutions.

Estimates for This Week
Brown (Fourth Ave-Loew's) (1,500;15-30-40)—Big Broadcast' (Par) and 'Scandal Street' (Par). Move over from Rialto, and will do well to cop \$2,000, tust fair. Last week, 'Yank at Oxford (M-G) and 'Condy Young Once' (M-G), light \$2,000.

Kentucky (Switow) (900; 15-25)—Tovarieh' (WB) and 'Maintan Melodrams (M-C, split with 'She Sargo' (Par), likely \$2,300, god enough. Last week, 'Naughty Marietta' (MG) and 'Love and Hisses' (20th), oke \$2,500.

Loew's State (3,000; 15-30-40)—Tom Sawyer' (UA) and 'I Met My Jove Again' (UA). Pulling plenty of juve trade, and matiness very strong; headed for fine \$10,000. Last week, 'Everybody Sing' (M-G) and 'Penticulary' (Col), fair \$6,200.

Mary Anderson (Libson) (1,000;15-30-40)—Shows on the light side of the strong o

## 'Roughneck'-Band \$26,600, Philly; Disney \$24,000, 'Merrily' \$15,600

Philadelphia, March 15. Strongest pic here is Snow White at the Stanley with nifty \$24,000 for its second lap, following big \$32,300 in opening gallop. Latter figure was something of a disappointment to Warner execs who were looking for better than \$35,000. Original prospect of eight weeks has been reduced ofive six. Other powerhouse in town-

Other powerhouse in town is.

Tommy Dorsey's band paring at the
Earle. Combo, with Little Miss
Roughneck' on the screen, is whirling the wickets for \$26.600, considerably below Benny Goodman's \$33.600
two weeks ago, but plenty, hot.

Principal disappointer is Tom Sawyer' at the Aldine, which looks like
a case of unfortunate release date.
Kid pic is, having, plenty trouble
bucking competish for luve trade
from Snow White' a block away. Set
for \$13,000, which entitles; it to
ther round, but nothing more unless patronage tilts as Disney carbon
bo, peters.

Estimates for This Week

Aldine (WB), 14,200, 40-55-75.—

Estimates for This Week
Aldine (WB) (1,20): 40:55-75)—
Tom Sawyer' (UA): Oles at \$13,000 and good for another week, but a letdown on what was expected. Last week, 'Goldwyn' Follies' (UA) garnered, 'salisfactory' \$7,500 for 150 below of the salisfactory' \$7,500 for 150 for 1 Samina at \$4,800 in first week of the Dark. (Par) bunks \$3,700. Adding. Last week, "Assen week at the Dark. (Par) bunks \$3,700. \$4,55.55]—

Shainey MBP 13,000 : 40,55.55]—

Shainey MBP 13,000 : 40,55.55.55]—

Shainey MBP 13,000 : 40,55.55.55]—

Shainey MBP 13,000 : 40,55.55.55]—

Shainey MBP 13,000 : 40,55.55.55.55]—

Shainey MB

Borrowing Trouble' (20th) dual, sighting \$2,200. hoor. Last week, Love and Hisses' (20th) dual, sighting \$2,200. hoor. Last week, Love and Hisses' (20th) dual, slow \$2,300. Colonial' (Setting) — (850-16-27) TRY (20th) dual, slow \$2,300. Colonial' (Ind.) and 'Quick Money Colonial' (Ind.) and 'All American Sweethcart' (Col) dual, five days rokay =4-\$1,600. Harrischer (Col) dual, five days rokay =4-\$1,600. The Colonial (Ind.) and 'All American Sweethcart' (Col) dual, five days rokay =4-\$1,600. Dors. open 10 a.m. daily and 9 a.m. Saturdays, anticipating \$1,500 hoors. open 10 a.m. daily and 9 a.m. Saturdays, anticipating \$1,500 hoors. open 10 a.m. daily and 9 a.m. Saturdays, anticipating \$1,500 hoors. open 10 a.m. daily and 9 a.m. Saturdays, and Love on Budget' (20th) dual, good take at \$8,200. Laiberty (J-Wh) (1,900; 21-27-42)—Nothing Sacred' (UA) single, 3d week, looking for slow \$3,500. Last week, looking for slow \$3,500. Last week, looking for slow \$3,500. Last week, You and Love on Budget' (20th) dual, good sweek, looking for slow \$3,500. Last week, Sacred (UA) single, 3d week, looking for slow \$3,500. Last week, Victorial (Ind.) (Ind.

## 'Baby'-Vaude 27G, 'Mannequin' 29G, 'Murder' 12G, Hub

Boston, March 15.

slow start all around, film After a slow start all around, lim trade perked up over the weekend. Leaders are Bringing Up Baby, with stage show at the Memorial; and "Mannequin" on dual bill at the

Orph and State.

'In Old Chicago' roadshow ended

(Par) and 'Scandal Street' (Par) (2d run', \$9.300, very good. Scollay (M&P) (2,700; 25-35-40-50)—Big Broadcast' (Par) (3d run) and Human Hearts' (MG) (2d run) and Human Hearts' (MG) (2d run) and (Kid Comes Back' (WB) (2d run)) and (Kid Comes Back' (WB) (2d run)), duel off at \$5,500.

State (Loew) (3.300; 25-35-40-55)—Mannequin' (MG) and 'Penitentiary' (Col)', double Okay \$13,000. Last week, 'Goldwyn Follies' (UA) finished second week with 'jair \$9,500;

## NOVARRO'S P. A. ONLY 10G WITH BABY, DET.

Snow White, playing both UA and Madison, first time for any film in post-29 period, driving home plenty of runs, but hot turning 'em away as much as expected. However, takell be beaucoup enough to warrant at least another session, possible two more.

away as muten as experted. However, take it be beautoup enough to warrant at least another session, possible to the property of the property o

## 'Merrily' Wash. Bright Spot, \$23,500; Murder'-Vaude 15G, 'Landing' \$8,000

Washington, March 18.
Looks like the good old days at at least one spot this week with Merrily We Live' riding on nice bally and swell audience reaction toward pre-recession gross. Most of others, except Kelths, which is still laughing at the world with the fifth week of Snow White, are getting little. Estimates for This Week.

Estimates for This Week

Capitel (Loew), (3,424; 25-35-40-66)

Merrily We Live' (MG) and
vaude, No name stage show the
laft up to great the stage show the
laft up to great th

and Butler' (2011) (2a run; 24,500,
Earle (WB) (2,244; 25-35-40-66)—
Slight Case of Murder' (WB) and
vaude. All up to pic and hety cam
parent Robinson (ans to get olde
\$15,000. Last week, 'Love, Honor and
Behave' (WB) can thank Don BestorRita Rio battle of swing ou stage for
same flagure.

Still doing nicely with probable \$10,000. Last week same pic did \$13,000.

\$33,000.

Met (WB) (1,853; 25-40) — Big Broadcast of 1938' (Par) (2d run). Second stanza on mainstem heading for oke \$4500. Last week, "Gold' (WB) (2d run) same figure. Palace (Loew) (2,363; 35-55) — Happy Landing (2dth) 3d week, Looking toward fair \$30. Last week same pic took ore \$16,500.

## Sawyers' Kids' Tour Ends

P. a. tour of Tommy Kelly and Ann Gillis winds up in Chicago to-day (Wednesday) and pair entrain for the Coast with Jackson Parks, for the Coast With Jackson Farks tour conductor. Kids will be ken handy for their next, 'Hearthreal Town,' for Selznick.

## Inside Stuff—Pictures

Though Consolidated Film Industries officials have no new recapitaliza-

Though Consolidated Film Industries officials have no new recapitalization plan, management intends to obtain the views of stockholders on the subject at the annual meeting to be held March 24. Supreme Court of Delaware last December ruled that the plan of recapitalization, which had been approved by stockholders more than a year before, invalid. Plan has been abandoned and new one advanced since this decision. Numerous shareholders recently expressed the belief that some new plan should be brought forward if only to liquidate accumulated dividends on the preference stock. Some also indicated that recap plan might be worked out so as to realign stock by wiping out old divvys and placing the common on firmer basis to participate in future earnings.

For the first time the 10 years of Academy awards handouls, entire proceedings of presentations in the Biltmore Bowl were filmed. Picture is strictly non-commercial, with one-neel print to be presented to Academy, for its film library. C. King Charney, Inc., distributors of Agfa negative, made the reel, with Academy approval, in appreciation of award to Agfa's newly introduced fast emulsions. Filmed on new Agfa ultra speed, newly introduced fast emulsions. Filmed on new Agfa ultra speed, proceed to the process of the food light on the table from which presentations were made.

Ernst Lubitsch's adios to Par after 11 years will please only one group—censor hodies around the country. Director's smart comedy was something they never could quite scissor to their satisfaction, and as a consequence they began gunning for his pictures long before they were previewed. Lubitsch scenes were so interwoven even experienced culters couldn't extract blue notes without turning the whole thing B-flat. It can be imagined what snippers in the sticks were up against on this one.

Hollywood film and radio writers have uncovered a new field for profit in scribbling for commercial films, now that the frend leans toward less plugs and more entertainment. Latest of the film crowd to succumb is Paul Gerard Smith, whose yain, Love in an Oven, has just been filmed by Raybell Films, Inc., St. Paul, for eastern manufacturer. Same company currently has a three-reel comedy in work, in which the sign on an office building entrance is only mention of the outfit footing the bills.

Morrie Ryskind took a month off expecting Max Schuister, the publisher, and Si Seadler, Meiro ad exec, to join him for some sunning at B-Bar-H, Lucien Hubbard's ranch near Palm Springs. Deal was for some time in February. Ryskind waited and waited for pair to arrive from New York. By last week they hadn't showed up, and Ryskind, tired after a month of loaling at home, went back to work at RKO on Room Service.

Stories of Academy awards were so common among insiders, due to the week's postponement of the awards which watered the grapevine, that practically every paper in L. A. had its front page made up awaiting the official announcements Thursday (11). All guessed right. Last year announcements were delayed till Lolly Parsons got on the streets with a hear.

One of J. H. Cooper's managers, J. E. Tompkins, who has the Ute. Colorado Springs, employed somewhat different means of inciting interest in a picture by writing a lot of letters informing that John V. A. Weaver was in a sanitarium there and anyone who came in to see 'Tom Sawyer' would be doing something to please Wcaver.' The latter authored the adaptation of 'Sawyer.'

Castle Films, which has gone into home newsreels extensively, finds that a favorite stunt with 16mm, fans is to splice themselves in comedy homemade scenes into the world events. Example was a New Rochelle addict who had himself photographed being crowned and spliced it into the Coronation sequence. Personal stuff used as a surprise for showings at

Mr. and Mrs. A. H. Blank arrived home in Des Moines from two months' vacation in Honolulu and glad to get back to good old midwestern weather. In Honolulu they were treated to a class A earthquake and wer flood-bound in Palm Springs for several days. While Iowa weather isn't exciting, it does offer variation without 'vengeance.'

John Arnold, Metro camera chief, has perfected a new focusing and finding device with which the studio's cameras are now being coupped. Gadget is expected to save time and money in that the lens. Tocused without removing the blimp.

The title, 'Good Earth, widely publicized through Pearl Buck's novel and Metro's picturization, ha. been given to a Chinese restaurant in New York city. Good Earth, Inc., is restaurant recently chartered at Albany, with Chu Fuin, 205 Dyckman street, N. Y., one of the incorporators.

**New Form of Low-Cost Theatres** 

# TAXES, LABOR CUT PROFITS

## George Archainbaud Thinks Color Detracts from the Films' Dialog

George Archainbaud, who has just finished directing his first technicolor picture, is very anxious to get his directorial hands on another one. Mr. Archainbaud is of the old school of directors who knew almost as much about the camera and lights as the boys who turned the cranks and set the arcs. If he wanted an effect he knew just how it should be achieved. But along came color, and Mr. Archainbaud had to sit back and let the experts tell him what could and could not be done with the new medium.

and could not be done with the new medium.

Just before returning to Hollywood last week, Archainbaud explained, his stand on color, in his suite at the Drake Hotel, using Jungle Love' as an example.

I still feel, he said, that color and ialog don't mix. The time will undoubtedly come when the black and white will be as outmoded as the silent picture is today. But in its present state, color distracts from story. 'Jungle Love' is essentially an action picture. There isn't a great deal of dialog, and the color heightens interest, rather than serving as a distraction.

Mr. Archainbaud knows a lot more about color now than he did when he started the picture. And he feels that the more directors learn about the technical end, the less they will be at the mercy of the 'can't be done experts. The it-can't-be-done lads among the technicians are getting scarcer all the time, the director added. Mainly because every time an expert shook his head some other expert got busy and found that it could be done.

Cost of colorpix is gradually being

expert got busy and found that it could be done.

Cost of colorpix is gradually being cut down, but it is still a very complicated affair. On location at Palm Springs canyon for Jungle Love the cast, headed by Dorothy Lamour and Ray Milland, numbered five—but required 112 technical engineers. Un-less technicolor can be made to fit a deflated budget, the situation is probably fraught with terror for the ave-and-dimers of Poverty Row.

## U. S. Film Exports To Canada Up in '37, But Japan Off Much

Washington, March 15.
Substantial pick-up in American film shipments to Canada occurred last year but the U.S. sales to Japan

last year but the U. S. sales to Japan fell off greatly, Commerce Department figures showed this week.

The anti-American sentiment in the Orient slashed exports to Nipponese exhibitors by 8,322,000 feet and \$171,000, survey of 1937 trade disclosed. Last year's totals were 53,495,000 feet, worth \$41,000.

The Canadians bought 22%, more footage last year than in 1936, and the valuation figure rose 13%. We shipped 21,145,000 feet, a gain of 3,898,000, 100, the Dominion. Worth \$658,000, a' gain of \$76,000.

## BALABAN, GRIFFIS' PAR STUDIO VISIT

Barney Balaban and Stanton L. Griffis, latter due back from Florida within a week or so, will probably leave for the Coast in 10 days. Their Visit west is on the heels-of-tharmade by Y. Frank Freeman, Parsheatte head, who went out alone. When Balaban and Griffis return from Hollywood, Neil F. Agnew, v.p. over distribution, plans visiting the studio,

## 'VALLEY' LEADS SET

Hollywood, March 15. George Brent and Olivia de Havil Warner's 'Valley of the Giants,'
which will go into production early

Michael Curtiz, currently directing 'Four's a Crowd,' draws the assignment.

## UPPED OVERHEAD 'Taxpayer' Buildings Point To **DENTING 10-14%** Congressman Scully?

While Gross Receipts About Same, and in Some Instances Ahead of Last Year, the Hike in Production Costs, Compared with 1937, Plus Labor and Taxes, Is Cutting In

### WORSE IN FOREIGN

Hollywood, March 15.

Frank Scully, Vanustr mugg, who turned down the job of running for the state assembly from the Hollywood district, even after convinced that it would take only three months of his time every two years, is now being groomed to run for Congress from the same district on the highly realistic grounds that it would be even less work and more pay.

He has finally said okay to one group representing liberal Democrats and labor, if permitted to run his compaign his own way. His way is to confine his campaign to his campaign to freside radio chats and not be asked to kiss any babies but his own.

Present incumbent is also a Democrat, and they start from scratch, as Attnough several major companies are credited with gross receipts running either equal to or ahead of this time last year, taxes, increases in labor salaries, hike in production costs and other factors will reduce the net returns as compared with 1937. Although several major companies

costs and other factors will reduce the net: returns as compared with 1937.

One company estimated that these other influences would cut into the gross take from 10% to 14%. Odd aspect of this is that taxes and restrictions current in the foreign field have reduced the total gross materially more so than in the domestic field. For instance, one major distributor is fluring that the foreign net earnings will be off 15%-17% from a year ago, while domestic will be down only 10%.

Though nearly every company now is confronted with higher expenditures both for labor and equipment to go into film production, it is the growth of the special tax burden that is viewed as alarming. Efforts of various states to boost their operating budget through added taxation is cracking down numerous in stances. One executive said that there is a new tax law in a different state nearly every week.

When these special imposts are added to Government taxes, the picture companies are confronted with a definite slash into their gross totals, which either are barely holding even or are running below a year ago.

# Detaining a double-cross, U. of Michigan student members of collegiate 'Stage Door' cast last week between the couple days before students' production. Studes, asserting that there was no conflict in dates when play was skedded, charged that the theatre's shift in dates is the 'double-cross and a threat to the legitimate stage.' Larry Munn, manager of Majestic, declared that the flicker had been set in originally for several months ago, but that no prints were available. 'Our Detroit office,' Munn, said, 'shunted the pic into Ann Arbor, when another film, believed to be unaftractive to student audiences, was cancelled.' Two student members of U. cast donned opera cloaks and toppers, paraded in front of film house carrying signs reading, 'Movies Come in Cans—See the Real McCoy.' Milgram, Felt, Schwartz **Pool 14 Indie Houses**

crat, and they start from scratch, as Scully's rival got smashed up in an automobile accident recently and is still in a wheel chair.

Mich. Studes Resent Filmed 'Stage Door' Beating Their Play In

Philadelphia, March 15.
Philly's largest indie circuit, comprising 14 houses, was formed during past week by merging of Dave Milgram, Ceeji Pett and Ray. Schwartz interests into Affiliated Theatre Circuit, Inc.
Group, in addition to buying coperatively, has announced it will build two houses. Both are in spots calculated to compete with theatres owned or contemplated by Lewen Pizor and Charles Segall. Pizor, prez of United Motion Picture heatre Owners, and Segall, chairman of the board, brought wrath of the indies down on themselves recently with announcement; they would build a house. Germantown. This announcement immediately followed purchase of the Walton, in Germantown, by Milgram, Felt and Schwartz. Therefore, decision of Affiliated Circuit to build still another theatre in the same territory is looked upon as a reprisal for the Pizor-Segall. cation. This viewpoint was strengthened when the circuit declared if will also build in West Philadelphia, a few blocks from Segall's Apollo.

will also build in West Philadelphia, a few blocks from Segal's Apollo. Pizor denied that he and Segal had purposely chosen the Germantown spot right after Affillated's purchase of the Walton. He said medial had been jelling for six months and just happened to go through a couple days after the Walton sale. Affiliated's houses include Avenue, Affiliated's houses include Avenue, Temple. Howard. Rialto, Walton Bluebird, Susquehanna, Star, Allen, Eagle, Strand and Casino in Philly, Alam. Allantic City, and Garden, West Chester.

## 'Alibi' Waits on Reid

Hollywood, March 15.
RKO's 'Blind Alibi,' which will have Richard Dix and Frances Mercer as its leads, will be sent before the cameras immediately upon the return from Europe next week of Cliff Reid, assigned to produce. Lionel Houser has completed the screen play, and Lee Marcus is lining up production details preparatory to Reid's arrival.

Supporting cast will include Whitney Bourne, Frank M. Thomas, Bradley Page, Richard Lane, Jack Carson, Eduardo Ciannelli and George Shelley, Lew Landers will direct.

## Arthur Explains Why F&M Favors Stamps Over Mdse. Gifts

St. Louis, March 18,
Giveaways in Fanchon & Marco
houses here, as well as in the string of
31 nabes operated by the St. Louis
Amus. Co., under the supervision of
F&M, have been permanently banned
and this form of bo. stimulant in
this burg is now left entirely to the
indie operators.

Harry C. Arthur, Jr., gm. of
F&M's interests here, said a careful
study over a long period of time has
convinced him that the giveaways
have not been beneficial to the
houses employing such practices. He
found that on nights when giveaways
were obtainable the houses using
such methods enjoyed swell biz, but
on other nights biz fell off.
Merchants operating in the vicinity
of theatres employing giveaways resent such methods as if result in biz
being taken away from their stores.
The trading stamp idea, inaugurated
by F&M for its houses recently, is
inding a welcome response by merchants who benefit by purchases of
potential film house patrons to obtain
the stamps. So, instead of taking
business away from them these smallmerchants, who are working with
F&M's stamp plan, are experiencing
a rise in the receipts.

The Clarence Kaimann chain of
nabes in North St. Louis have followed F&M's stamp idea and it is
likely other indies will join the
move.

## Writers, Talent Set

Hollywood, March 15.
Assignments were passed out by Paramount to writers and players on Paramount to writers and players on three pictures during the past week. Carole Lombard and Georges Rigaud will be co-starred in 'Midnight' which, Charles Brackett and Billy Wilder will screenplay from the original by Franz Schulz and Edwin Justus Mayer.

Preston Foster is doing the script on 'It I Were King!' which Frank Lloyd will produce with Ronald Colman as star.

man as star.

Robert Carson has been commissioned to do the first draft of the scenario on 'The Light That Failed' for Ray Milland.

## U's New Directorate

company may schedule horse operas to the 1338-9 season.

Company has approached Herb Yates in the hope of buying Autry's contract but so far no headway on a deal has been made:

Hollywood, March 15.
Smiley Burnette, comic in Republic's Gene Autry sagebrushers, has been elevated to stellar rating, and shares top-billing with Roy Rogers, in the studio's new western series.

Roy Rogers was picked as the company's top saddle artist a a result of Autry's walkeuit.

Burnette first gained recognition, with Autry on the air and is under personal contract to him.

Theatre operators and prospective film—exhibitors, considering—small-capacity operation, are getting wise to advantages of 'taxpayer' variety of building. In N, Y, alone, his type of structure has supplanted tall-buildings, with the comparably low cost of construction enabling an exhibitor to build ultra-modern theatre and not to be confronted by excessive taxes.

hibito to build ultra-modern theatre and not to be confronted by excessive taxes.

Thus far throughout the east this sort of taxpayer building has been used largely for newsreel house. It was employed in Washington by Trans-Lux and by the same company on Broadway. Newsreel Theatres, Inc., is doing the same with its new house going up at 172d and Broadway. Most successful for theatres of 500 capacity.

Because valuation is based on the cost of a building, a two or three-story structure means a low yaluation, with taxes in turn hinging on this. The few-storied building means much less annual taxes than eight or 10-story structure and this is essential in a small capacity house.

Probably the ultra example of this type of building is the one housing the Criterion and International Casino on Broadway, N. Y. Taxpayers formerly were more or less filmsy in construction with the term for this type of structure holding over though taxpayers today are modern, fire-proof and fairly expensive of build.

## Soul Kisses' and Mae West 'Obnoxious': Mass. Has New Censor Idea

batainable the houses using methods enjoyed swell biz, but ther nights biz fell off. chants operating in the vicinity earlies employing givesways resuch methods as it result in biz taken away from their stores, rading stamp idea, inaugurated the fore its houses recently, is ga welcome response by mers who benefit by purchases of tial film house patrons to obtain tamps. So, instead of taking ess away from them these small mants, who are working with stanp plan, are experiencing ein the receipts.

\*\*Clarence Kaimann chain of in North St. Louis have followed the following the past week. Combard and Georges Rigaud be co-starred in 'Midnight', Charles Brackett and Billy re will screenplay from the laby Franz Schulz and Edwin si Mayer.

\*\*Louis house of the commission of the discovering a commission of review each time and the contained in the commission of the commission to review each time and the contained in the commission of the commission to review each time and the contained in the commission of the commission of the commission to review each time and the contained the contained the contained the contained to the contained the contained to the contained the c

## PHILLY COLD TO **ROADSHOW PIX**

Philadelphia, March 15.
Exhibs here looking at 'In Old Chicago' (20th) at the Erlanger as hamering the final nail in the coffin of Philly roadshows. Two-a-dayer is inked in for eight weeks, which will carry it to only one week before it opens, regular ruin at the Fox. In other words, waiting a week reduces top from \$1.71 to 68c.
Most exhibs feel short space of time between roadshowing and ordinary downtown run will so discourage future roadshow trade that it will make it unprofitable to bring pictures in here on two-a-day basis. There was much unpleasant comment: when Thurricane' recently opened its usual run immediately after roadshowing.

## 20th After Autry

It 20th Century-Fox can get Gene Autry, Republic's western stai, the company may schedule horse operas for the 1938-9 season. Company has approached Herb Yates in the hope of buying Autry's contract but so far no headway on a deal has been made:

## Drop-Off of London's West End Cinema Busmess Ascribed To Growth of DeLuxe Nabe Houses

London, March 1 West End picture business isn't what it used to be lease theatres these days are fluding it impossible to hold up the big subsuper-pictures wearing out their appeal in a very few weeks, compared with the spectacular runs of a few years back. Nothing has since approached the record of 'Ben-Hur,' which cleared 40 cuccessive weeks at the Tivoli 10 years ago, nearest approaches in recent history being 'Modern Times,' which clocked up 26 (22 at the same theatre, remain der at Marble Arch Pavilion), and Lost Horizon, which stood to 17 weeks also at the Tivoli. In that instance, however, business was un-derstood to have dropped off after 11 good weeks, the remainder just

Il good weeks, the remainder just getting by; and as regards the Chaplin picture, that had to stay anyway, owing to the \$200,000 guarantee from forumont-British for the first West End presentation.

More recently The Good Earth' played 12 packed weeks at the Palace, and then passed to the Empire for two more, though legitimately it might have warranted more had it not been for pressure of subsequent bookings. 'Mr. Deeds' was outstanding for the Regal, also with 12 weeks. The Great Ziegfeld' had about the same length of run at His Majesty's and the Hippodrome, but Romeon Juliet,' preceding it at the former theatre, played some weeks fewer there. Withi the lost few months, 'Victoria the Great,' although a smasher when generally released, was exhausted at the Lelesster Square in even weeks, its only other appearance in the central area being at the Polytechnic, a small specialist house, where it is still holding on to an indefinite run.

Analysis of modern trends, Indi-

getting by; and as regards the Chap-

definite run.

Analysis of modern trends, Indicates the general situation is attributable almost entirely to the gradual encircling of the West End and the suburbs with an unbroken ring of elegant super-theatres, many of them superior in amenities to the central houses, which offer stupendous programs at prices whose top rates grams at prices whose top rates about level with the lowest admis-sion in any of the major pre-release

### Bargain Shows

Bargain Shows

Theatres within two or three miles of the West End, and those in heavily populated dormitory areas further off from the center, can put on programs consisting of two features, newsreel and shorts, stage show and organ, in some instances running in excess of four hours, despite a supposed agreement among distributors that they will not supply pictures where programs exceed 3¼ hours total playing time. Admissions at average range from arround 30c to 60. rising to 80c in some instances. West End prices by comparison (except for bargain matinese of 30c till 1 p. m.) starting at 60c and rising to-a top of \$2 and over. Exorbitant overheads, including remarks, rates and taxes, dichiding remarks, rates and taxes, dichiding remarks, rates and taxes, dichiding remarks.

comes, from the fringe of the central area, with theatres like the Dominion (2,800) and Paramount (2,500). In Tottenham Court Road; Stoll, Kingsway (2,400). Gaumont's super a came of the court area of the court and others, not cather a court and others, not cather a court are freak houses, playing second run pre-releases of big pictures or exclusive premieres of the symbol of the court and top West End time, and their dual tills are supported by attractive stage acts, embracing big time radio or vaudeville names. Stoll theatre opierates strictly on general releases, coupling two biggest titles of each week, while lately it has put in three-quarter hour of ice show and extra variety turn, giving total program time of around 3½ hours.

4. Hours for 25e

### 4 Hours for 25c

A Hears for 25c
Similar policy operates at State, Kilburn, where, for instance, spectacular stage show was used to support Good Earth, Gaumont Palace, Hammersmith, and Commodore in the same suburb, where residents can periodically enjoy a four-hour program for two bits (one shilling). Out at Kingston, quite a piece distant from the centre, but an important tributary for, West Endtraffic, the Ritz swells its bill with topliners of vaude in a program feature which was hooked up as a B.B.C. highlight for many months, the entertainment being additional to full picture program. Gracie Fields, Jessie Matthews, Flo Desmond, Billy Bennett, Teddy Brown, Harry Richman may be named at random among those contributing to stage programs at some of these theatres in recent weeks.

theatres in recent weeks:
That central spots should be feeling ill effects of this intensive competition is not, therefore, surprising.
The British, to whom as a general rule urgency must give way to value for money, are not slow to spouse cate that, by waiting general release of the big stuff, they not only stand to get two for the price of one but also retuined by a stage presentation as the property of the price of ntation featuring big nam

entation featuring big names of radio and variety.

More emphatically than the 'A' pictures is the effect felt with 'B' product, or 'even with 'A' pictures of just below top ranking. At most, these are usually good for a single week anywhere in the West End, mostly to keep the program going between super fitles. General result with the 'B' product, however, is not only to diminish its playing time per picture, but also noticeably to reduce the numbers of productions in this class that ever reach screens in the central zone. Figures computed from playings of such material at comparatively recent periods indicate the amount of playing time they achieve is down by a very good 15%, perhaps even much beyond that.

Meantime, intensive press pub-

show and organ, in some instances running in excess of four hours; depite a supposed agreement among distributors that they will not supply pictures where programs exceed 3½ hours total playing time. Admissions at average range from around 30c to 60, rising to 80c in some instances. West End prices by comparison (except for bargain matines of 30c till 1p. m.) starting at 60c and rising to a top of \$2 and over. Exorbitant overheads, including rentals, rates and taxes, dictate the high admissions which central houses require.

Most of the main suburban spots now possess theaires of individual eating capacity greater than any of the central houses. Typical are Thocadero. Etephant and Costle, \$500; Associated British theatre at same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the same sputh London spot, 2500.

Further, Paramount controls four wars-Astorius at British theatre at the special problem to the word at the more spot than the part of the warsage britisher chucks his dough around the more spot the special problem to the word at the more spot the problem t

### Italy Opens Offices In England, Germany Berlin, March 7.

UNEP (Unione Nazionale Esportazione Pellicole), Italian controlled organization, has decided to branch out and, open offices in other countries for release of its own native edilm product. First of these was recently opened in London with the German one following soon after. Commodore: Guido Parisch will be heading the company here.

Crashing into the German market, UNEP will considerably cramp DIFU, which had up to now controlled Italian releases in the Reich.

## U. S. PICTS' 590G **IN HUNGARY LAST YEAR**

Total grosses of American picture ompanies for Hungarian distribu-ion in 1937 were: Metro. \$160,000;

Total grosses of American picture companies for Hungarian distribution in 1937 were: Metro, \$160,000; 20th-Fox, \$140,000; Paramount, \$80,000; Universal, \$70,000; Warners, \$80,000; Unitas (London Films and United Artists distribution) \$50,000, and RRO, \$30,000. Total was \$50,000. Distributors of American pictures—for the most part local branches of the big companies—are not only up against local production and other imports, especially the French, which are gaining ground-as fast as the Germans have lost it, but find it difficult to comply with the Hungarian public's taste because not enough discrimination is used at the other end. American pictures are sent over as they happen along, without allowing for Magyar public's very clearly defined taste.

Hungarian moviegoers—and most other continental ones, at that—recet holdies super-musicals Hollys.

we s very clearly defined taste.

Hungarian moviegoers—and most other continental ones, at that—reject plotless super-musicals, Hollywood, backstage and radio inside stuff, or features that depend entirely on dancing, fist fights, American political or local conditions, American types or slang, or particularly vulgar or rough handling. Crime and gangster films are not oppular either with the censors or with the public. Historical subjects diluted with sloppy sentiment or romanticized beyond recognition are not wanted.

not wanted.

What audiences ask for is a good plot with strong human appeal, modern problems, sound psychology, real human beings on the screen, good acting and a wholesome sense of humor. Story matters more than expensive get-up. Exotic background has a strong appeal.

The ten most successful American pictures in 1937 (some of them still running) were: "Maytime" (MG), "Three Smart Girls" (U). "100 Men and a Girl" (U). "Camille" (MG), Good Earth" (MG), "On the Avenue" (RKO), "One in a Million" (20th), Jungle Princess". (Par), "Angel" (Par), "Girls" Dormitory (20th).

## Kennebeck to India

Frank V. Kennebeck Paramount manager for Indi, is on his way back to Bombay after about a month spent on vacation and home office conferences in New York. He goes from Cherbourg to Haly for a visit before continuing to India.

Arrives at Bombay about March 29.

## **Current London Plays**

(With Dates When Opened)

(With Dates When Opened)

Whitecake Abrill 14, 2
French, Without Traits — 6.
Balainia — Dec. 22, 22
French, Without Traits — 6.
Balainia — Dec. 22, 22
French, Without Traits — 6.
Balainia — Dec. 22, 22
French, Without Traits — 57, 24
French, Without Traits — 57, 24
French, Without Traits — 57, 27
French, Without — 10, 28
French, Without — 10, 30
French, Without — 10, 3

## Egypt Defying Religious Taboos. Makes Historical Pix; but No B. O.

## Six Features Set For England by 20th-Fox

Hollywood, March 15. Hollywood, March 15.
Schedule of six productions to be filmed in England during the spring and summer has been set by 20thThe state of the spring state of the spring summer has been set by 20thThe spring state of the spring sprin

motion.

Kane, formerly in charge of New World Productions, 20th-Fox subsidiary, and Banks have been conferring with company execs here for several weeks.

several weeks.

Two of the pictures to be made abroad will star Gracie Fields, while two more will top bill Annahella. First to go before the cameras will probably be James, M. Cain's novel, 'Husbands Beware,' with Annabella featured and Banks directing. French actress, however, has another film to make here before starting across the Atlantic.

Counselman will screenplay Gracie Fields' first, which Banks will also direct,

## TABLE' 'PLAN' **LONDON CLICKS**

London, March 15.

Death on the Table, thriller by Guy Beauchamp and Michael Pertuee, was presented at the Strand last Wednesday (9) by Basil Dean. Ingenious and absorbing comedychiller looks like a certain success. Hartley Power has the lead. Death is first of 'Dean's seasonal contributions and was tried out at Richmond. Plan for a Hostess, clever and daring drawing room comedy opened at the St. Martin last Thursday (10). Has a rather meagre plot, but is delightfully played by Ronald Squire and Ivonne Arnaud, Harold French produced.

## 20TH-FOX'S FOREIGN SALES MEETS IN MAY

Plans for 20th-Pox's annual Euro-pean and British sales conclaves were set by Walter J. Hutchinson, foreign head, prior to S. R. Kent's departure for the Coast last Friday (11). Both he and Kent will attend the meets, sailing for the other side on April 16. The Paris convention will be held May 5-7, while the London meet will be May 12-13-14.

## Williamson-Tait Circuit **Deal Nears Completion**

Sydney, March 15.

Williamson-Tait takeover deal is reported nearing completion under Ken Asprey. Those interested include Stanley Crick, former local Fox boss; Sir Hugh Denison, Associated Newspapers; Jack Mason, head of New Zealand Theatres, Lid: Arthur Allen and Sir George Tallis. Share holdings of the latter two make the deal possible.

Deal depends the successful formation of a production it follows the successful formation of a production to lease theattees from Williamson. Tait. Charles Munro, of Hoyts, stated that although he was offered a director's position under the new setup he had decided not to become associated in annyway.

## Bisgaard for Kjaer As Col's Danish Mgr.

AS COIS Danish right.
Copenhagen, March 7.
J. J. Kjaer, manager of Columbia's
Danish branch, has retired after only.
10 months in the job. Going to
America, where he has lived for
many years, and work in the family
histings.

Replaced as manager by Anton Bisgaard, 27, former salesman for Paramount.

### BY ARTHUR SETTEL

Cairo, March 1.
Significant is the decision of Egypt's Misr Film. Studios to dipmore often into national history for scenarios, background, etc., in turnscenarios, packground, etc., in turn-ing out new films for a growing public in Egypt, Sudan, Palestine, Iraq, Trans-Jordan, Syria, Arabia, Adén, Yemen, Afghanistan and Morocco-and-India.

Morance statute bars recreation et man-in-the-image of Allah-That iste chief and perhaps only reason why Moslem art is almost non-existent. Cinema of course is in this same class of heresy. But recent years have witnessed a sharpmodification of religious opinion, what with the Hollywood output roping in customers and with independence came a desire for homemade pictures in Arabic, and the mushroom growth of pic houses in all of the abovenamed countries. Inspired by such picts as 'Henry YIII,' Three Musketers,' Victoria the Great,' Queen Elizabeth' and other historicals, the Misr people decided that they too have something worth bregging about in the way of history. First product to issue from the Pyramids Studios was 'Wedad,' a musical which flopped in spite of the Mambuke setting and the featuring of the clebrated 'Um Kalsoum, who was paid \$5,000 for the picture. 'Wedad' cost the actors who participated cooperatively \$80,000 and raked in only \$45,000.

Then came Lasheen,' likewise choked with history. Scenaric cost Misr \$200 which was paid to its German author, and \$500 a month which was forked over to Steve Harrison, British adapter. 'Gyppie actors, mute in German, and the foreign staff, who knew ten words in Arabic, didn't get on well, so that cost Misr more money.

Hassan Azzet, who starred in Lasheen,' found only \$1500 in the word was expected to click in Egypl, but foreign markets are always a mystery. Latest product of Misr on the market is Love, May It Live! a musical comedy, starring Abdul Wahab, and featuring Laila Murad. Ahmed Abdul Kaddas, Warih Asr. Amin Wahba. Results to date are fair.

Smashing business has made life worthwille to the Egyplians here, but especially happy are the film houses. Latter are packing em in and putting on a triple show daily to accommode the customers. Celluloid starts unwinding at the Kursael; 'Fury' (MG) at the Frenia. The Brits and the fireworks at midnight. Nine colocker is usually the best bet of all, what with Egypic houses, selling full-size dinners during shous.

Femina, with 'Show Boat' (U) thrown in; 'Awful Truth' (Col) at the Miami.

## Gov't Bank to Finance Mex Picture Industry

Mex Picture Industry
Mexico City, March 15.

Greater government aid is Jooman ing for the domestic film industry.
Plan to establish a state bank to finance the industry has been scheduled by President Lazaro Cardenas for consideration at the extraordinary congressional session to open either late this month or Arpl. Bank is to have a \$22,000,000 (capital, half to be put up by the government and the rest by the showmen: It will be one of Mexico's biggest banks.

Proposition for founding a government council to regulate films in all their phases is before the permanent senatorial bloc. Action on this measure is expected before the end of this month.

## **How 5% Hike Affects Industry**

	Imported Films		Quota Films With
Company		15% Clause	20% Clause
Metro	60	9	12
Paramount	60	9	12
Warner Bros	60	9	12
20th-Fox	50	8	10
RKO	50	8	10
Columbia	40	6	8
Universal	40	6	8
United Artists	20	3	4
		. · · · · · · · · · · · · · · · · · · ·	
Totals		58	76
Figures based on estim		mported into G	eat Britain

## Softening of British Quota Seen As Stimulant to U.S. Production Abroad

Hollywood, March 15. Although the new British Films Act is regarded generally in Holly wood as a matter which is primarily the concern of the distribution end

wood as a matter which is primarily
the concein of the distribution end
of the industry, centered in New
York, certain features of the prophosed act with respect to reciprocity
have aroused distinct interest in the
studios. More favorable quota terms
for American-financed films made in
England under Hollywood supervision might mean each studio here
would produce several features,
yearly abroad under substantially,
the same circumstances as Metro
produced 'A Yank at Oxford.

There is a provision in the proposed act which would allow double,
footage quota allowance for productions similar in maniagement, dinance
and artistic setup to 'Yank'. That
is to say, any film made in England
and distributed through American
film exchanges would have the benefit
of serving for two pictures that are
relic-red by American renters in
Great Britain exclusively.
There is said to have been considerable, opposition to this clause
when the act was first drafted, but
British film interests see in the provision an inducement, to American
distributors to handle English productions through domestic exchanges.
If the purpose works out English
films will have broadened their distribution field. Furthermore, it is
stated, any stimulation of producing
in England by American companies
will increase employment in British
studios, give wider publicity to supporting English players, and generally build a firmer foundation under
the British film industry.

Elastie Quota Percentages the British film industry.

### Elastic Quota Percentages

In the act of 1927, just expiring, quotas for American distributors in England started with 71½°, and creased to 20%, in the past three years. New film act also contains a sliding scale of quota percentages, starting with 15% and increasing to 30°.

30%.
It would be to the advantage of the American producers and distributors, of course, to keep the percentages as low as possible, and the reciprocity clause is mentioned here as an opportunity to hold up-British income from rentals by taking advantage of the double footage allowance.

ance.
Prospect of Hollywood studies entering British production in a supervisory way intrigues film makers liere. Many associate producers who have confined themselves for years within the Hollywood area would welcome a chance to produce abroad, provided they, were permitted, as in the case of Metros. Yank, to have the assistance and co-operation of some of the top technicians and craftsmen with Hollywood training. Director, one or two stars and perhains a principal supporting player would be enough, it is said. Remainder of the cast and mechanical staff, with, possible, exception, of camera crew, would be enlisted in England. Cost of such undertaking would far exceed the minimum of \$45,000 provided under the British act. Prospect of Hollywood studies en

## Paramount Holding Off

Paramount Holding Off
Metro, Warners, 2001h-Fox and Columbia have British producing affiliations at present. Paramount is
withholding any advance into that
field until the act is finally passed
and its provisions studied.

Al Lichtman of Metro is planning
trip to England on production matters as soon as American producingdistribution plans of the company for
1938-39 are settled within the next
25w weeks.

### Jap Girls Troupe To Radio Music Hall, N. Y.

Kadio Music Hall, N. Y. With the idea of whipping the Takarazuka Giris' Opera into shape for an appearance at Radio City Music Hall, N. Y., it is reported that the latter org will dispatch one of its production heads to Japan in April. Such a move is bound to receive plenty of support from this side, as the idea has always been in the back of the mind of Ichizo Kobayashi, Takarazuka head.

## Lloyds Turning To French Film Finance, Report

London, March 10.
Reported in the 'City' circles that Lloyd's insurance companies, due to loss of confidence in the British industry are turning to French production as an outlet for their surplus finances. While U.K. studios are in the doldrums, their French competitors are on a sharp upswing, making strong bids for wide markets outside their own territory. Accordingly, it is reported French producers are finding the welcome sign on the door when they come seeking backing in London, with several investing concerns already understood to be well in behind Parisian enterprises.

One effect of the alien relationship

in behind Parisian enterprises.

One effect of the alien relationship of the 'City' may be to promote production of bi-lingual versions in France. One British company, in fact, recently moved lock, stock and barrel across the English Channel, announcing plans to produce both French and English versions on the European mainland.

That Continental pictures are definitely making the grade is proved in

That Continential pictures are definitely making the grade is proved in recent West End experiences, where, at one time, more French productions have been playing than domestic. Four new ones came to the screens simultaneously only a few weeks back. Further indication is given in the phenomenal success of pictures like La Kermesse Heroque, which played five solid months at Studio One. Oxford Street, while currently 'Un Carnet du Bal', threatens to top that playing period at the same theatre. same theatre.

same theatre.

West End at this time has half dozen theatres specializing in Continental product, which so frequently plays to extended time that certain of the halls find themselves committed to contracts more than 12 months shead, with no indication of when some of the pictures booked can expect to go into the bill.

### Att: H'wood Story Eds.

Att: I wood Story Lds.
Copenhagen. March 7.
Danish film comedies have completely ruined Danish legit business of lighter plays and revues. Now Ludvig Brandstrup, comedian and, author; has written a satire on the Danish film companies and called it In the Danish Hollywood. Play is being performed at the Norrebro, which has played. Brandstrup's vues to emoty houses. New play is

## Olympia Exhib Bldgs.' Income \$507,760 in '37

Income 50U,760 in 37.
London, March 9.
Competition from the new Earls
Court structure has eost the Olympia
exhibition buildings almost \$290,000
on its annual revenue. Income for
1937, after charging all expenses is
given as \$507,750, comparing with
3796,205 the previous year. No dividend is recommended on ordinary
stock, although the previous year
brought a payment of 10% to stockholders.

Fall-off is held due mainly to the transfer of the annual motor show from Olympia to Earls Court, forfrom Olympia to Earls Court, former building being unable to obtain any suitable tenant to occupy the halls during the equivalent, period. Annual\_radio\_exhibition\_Ideal\_Homesexhibition and the British industries fair are major shows on which Olympia has relied, last named just closing this year's session.

To meet the situation created by the provision of excess exhibition accommodation in London, the Olympia board is to enter the promotion field for the first time, through a newly formed subsidiary Exhibition Promoters (Olympia), Ltd., with wholly owned capital of \$250,000.

## **WANT HOUSES** IN BUDAPEST

Budapest, March All the important American ed panies seem bent upon having their own theatres in the future. Latest in the market is 20th-Fox, which

panies seem bent upon having their own theatres in the future. Latest in the market is 20th-Fox, which has sold pictures through distributors up to date, but seems determined to work on its own starting from next fall.

Energetic tempo is indicated by the fact that the 20th branch is looking, for not one but two houses as first-run for its own films. Omnia and Radius are the two under consideration.

Local Metro branch's theatre lease expires in summer and will not be renewed. This is the second time in three years that Metro is left without a roof of its own.

Negotiations are afoot for lease of the Corso theatre, in a select but more quiet meighborhood than that where Metro's two previous houses were situated. Corso management has already presented Metro pictures on previous oceasions and will probably not hand over the lease completely, but come to some

## FRENCH TALENT, PRODS. FOR JAP'S 1940 EXPO

Tokyo, Feb. 26.
R. Miyabashi, art director of Shochiku Giris' Opera this week (23) refurned to Japan after year in America and Europe, studying production of revues. While abroad, Miyabashi also made deal with Paul. Colin, Paris Folles Bergere, and Louis Jouvet, prop of the Paris Athena, by which French talent and productions will be brought to Japan during the exposish in 1940.
Shochikus Giris' Oper is also due for considerable revampling the fresult of observations made by Miyabashi during his travels. Heretofore all parts in the ops have, been

taken by actresses, but the new troupe will follow the orthodox practice of including male perform-ers. Takerazuka outfit expected to follow suit.

## Winterset' Benefits

Copenhageri, March 7.
Surprise here is the lift of the ban
on 'Winterset' (RKO by Gloria Film).
Pic was banned here last year, bulnow the director of the art cinema,
Riatto, Hilmar Clausen, has got it

now the un-Rialto, fithmar Clausen, through the censors. Clausen, former legit theatre man-often plays begins for unem-or the actors union ager, often plays benefits for unem-ployed members of the actors' union. President of actors' union - ouc of

## Metro Mgrs. in N. Y

In the Danish Hollywood Play is being performed at the Norrebro which has played Brandstrup's to the theatre's last hope.

Brandstrup has made a film to be, the Coast yesterday (Tuesday). Former is on M.G.M's foreign ing the Danish film producer stupidily.

## **Lords Seek to Boost Quota Rates;** Distribs' 20% May Kill 3-for-1, **Expect Vote on Bill Next Week**

## U. S. Readies

American companies are readying foreign chiefs this week so they will be able to announce British quota production plans as soon the ne Great Britain measure become the new Great Britain measure becomes a law, expected the next-week or 40 days. Sam Morris, Warner Bros. representative, has gone to Europe to be in London when the bill becomes effective. Robert Kane, 20th-Fox foreign production chief, sailed last Saturday (12) with tentative plans calling for six features to be turned out under the new law.

Phil Reisman, RKO foreign chieftain, only recently turned from England where he gave the production situation

gave the production situation the over. J. C. Graham, Paramount representative in Great Britain, will forward his recommendations to N. Y. for the board to act as soon as the law is passed. Other companies are laving similar plans

## **British Producers** Cull \$50,000,000 From Exhibs in '37

London, March 8. Estimated total sum paid in film boxoffice admissions throughout the U. K. in 1937 was \$230,000,000,

U. K. in 1937 was \$23,000,000, erage price of a seat approximating to 18½e. Of the gross total, \$26,250,000 found its way back to the Treasury entertainments tax. Those statements were made this week in a radio talk by Simon Rowson, film statistician.

Less than 4c of the average admission, declared. Rowson, was returned to the producer, working out at a total gross for the production end, British and American. from the U. K. market of \$50,000,000 the year.

year.

Combined capital value of all picture theatres in Britain hie estimated at \$450,000,000, staining, of the total of 4,800 houses, 1,500 were circuit operated, comprising 40% of the lump sum, possibly 50% of the aggregate seating capacity. Average capacity per theatre is \$900, comparing, with 750 the U. S. 400-500 in most Function of the comparing with 750. in most European countries.

in most European countries. Regarding his own, previous esti-mate of 23,000,000 admissi weekly in the U. K., Rowson declared the scasonal fluctuation showed peak of 27,000,000 weekly. January, a low of 17,000,000 in June.

### New Schlesinger Pic House in Capetown

Capetown, Feb. 18. Colosseum, newest and most mod-Colosseum, newest and most modern film house in South Africa, was opened Feb. 14 by I. W. Schlesinger, head of African Consolidated Theatres. Latest ACT unit seats 1,600 and occupies first two floors of 12-story, apartment house structure.

George Seymour, former manager of the Alhambra, will, handle the new house.

new house.

First day's biz was huge, with Life of Emile Zola'. (WB) on the screen and the Johannesburg or hestra, under the direction of Charles Manning, on the stage.

## Wirth Estate \$175,000

With Latate \$175,000

Sydney, March 1.

Will of late Philip Wirth is being readied for probate. Estate said to value around \$175,000 all of which has been left to the wife and children.

Prior to his death Wirth held the sontrolling interest in wirth a Circus y and built up a fortune through the association over long span with the sawdust ring. Circus today is still a family aftair and is currently playing the six before coming into Sydney for the Lenten season.

London, March 15. American producers who had been pinning their hopes on the three-forone quota credit proposition going through the House of Lords in England's Parliament apparently are doomed-for-disappointment. Though the treble quota idea, permitting Americans to obtain three quota cer-tificates for any British-made realure of not less than \$187,500 in labor costs, was introduced Monday (14) night, it may be removed later.

Bill probably will come up in House of Lords for final vote early

next week.

Worst new feature injected into
the quota bill by the Lords this week
was the boosting of the distributor
percentage from 15% to 20%. Result is that instead of possibly 58
quota credit pictures, U.S. companies will have to turn out 76 features on British soil for buy then
from Great Britain producers.

### Costly Productions Out

tures on British soil or buy them from Great Britain producers.

Costly Productions Out

If the three-for-one idea is eliminated. now appears likely, and the 20% for distributors remains, distribs here admitted that costly production in England was not likely. It meant quantity rather than quality film-making, though adding enormously to expenditures U. S. companies would have to make for quiota product as compared with the did British quota.

Lord Moyne was credited with the clause boosting, the distrib quota from 15% to 20%. While dilting quota percentages, the House of Lords committee also tased the exhibitor quota from 15% to 10%. While dilting quota percentages, the House of Lords committee also tased the exhibitor quota from 12% to 15%. Committee also tosed out a provision to celleve exhibs of 5% of their quota for the current year.

Reciprocity plan put into the bill permits Americans to obtain a quota certificate. for any British film acquired for not less than \$100,000 for U. S. release. This also is viewed as disappointing and probably will further curtail widespread distribution of English-made product in America, some distributors figuring they would be fortunate to not that this amount in rentals from most British films in U.S.

Three-for proposition already had been weakened as far as American producers were concerned by the inclusion of a 50% clause, forcing U. S. distributors to make only half of quota credit features: under such classification. Thus, under its new interpretation, instead of makeneuld be high cost. Same ratio prevails down the line.

Quota Depts. Loem

## Quota Depts. Loon

Quota Depts, Loom
Because more productions will have to be made in England than originally hoped for, the quotaice department idea for U. S. panies has obtained added impetus in the last few days. Department for each company would be largely a one-man division, its sole function being to effect savings for quota production being set in England or any other quota law country in which American firms must make films.

Such economies would be possible Such economies would be possible by earmarking sets, costumes, characters, sequences, etc., deemed suited in productions in progress at Hollywood. By maintaining liaison with the needs of the company's productions in foreign soil, it is figured that much of the costliness of the control of the costliness of the costl re quota system might be med. entire trimm

trimmed.

British film business continues to 199k to Hollywood for its top product. And back of the whole quota idea in England presently is the befief that the British could be aided if American companies would some of these high-rate production ideas overseas. Think that the quota may to turn out fine films on English soil.

From the long-range point of

English soil.

From the long-range point of view smarter U.S. producing hear's believe that fostering high quality in quota pictures in Great Britain will go far in bringing more liberaterms in the future when the cent British law is revised from tin to time. Alternative doubtlessly will be stricter restrictions against foreign distributors.

TOPPING THE PREDICTIONS OF REVIEWS . . .
OUTDOING HER OWN BOX OFFICE RECORDS
ALL OVER THE COUNTRY!



### **JEZEBEL**

	Warner Bros, release of William Wyler
	production. Stars Bette Davis: features
	Henry Fonda, George Brent, Margaret
•	Lindsay, Donald Crisp, Fay Bainter, Di-
	rected by William Wyler. Screenplay by
	Clements Ripley, Abem Finkel, John Hus-
	ton; based on play by Owen Davis, Sr .:
	camora, Ernest Haller; film editor, Warren
	Low: musical score, Max Steiner: musical
	director, Leo Forestein; art director, Rob-
	ert lians, At Radio City Music Hall.
,	N. Y., week March 19, '38, Running time,
	100 mins.
	July mina.

Julia Botta Davia	ı
Julie Bette Davis	1
Buck Cantrell George Bront.	ı
Amy Margaret Lindsay	î
Dr. LlvingstoneDonald Crisp	ł
Aunt BelleFay Bainter	I
many Bullett Dulliter	1
TedRichard Cromwell	ı
Gen. Boyardus	ı
Gen. Honardus	ł
Dick Allen	ľ
Mally Allon	ļ
atoris, which the transfer state and w	ł
Zette Harris	ł
Stephania Kendrick Margaret Farty	1
Huger	ł
Cros. Rot. Bat.	ľ
mi Date Anderson	۱
11 Bat Beard	ŀ
Uncle Cato Low Payton	L
De Lautruc	Į.
activitititititititititititititititititit	١

Bette Davis has gone with the Warner Bros. in the first of the impending cycle of Dixie-drawling films. Comes in ahead of Gone With the Wind, which may be something of an exploitation asset. And Joze-Dissection of the property good audience reactions, will do its share of how particularly with the femme trade.

Jezebel' just misses sock proportions. That's due to an anti-climactic development on the one hand, and a somewhat static character study of the Dixie vixen, on the other.

Jezebel' just misses sock proportions. That's due to an anti-climactic development on the one hand, and a somewhat static character study of the Dixie vixen, on the other.

Jezebel' sust misses sock proportions that static character study of the flower of Southern that we have been supported by the study of the flower of Southern chivalry, honor and hospitality. There are moments when the captious might detect grave transgressions of these high standards, but for mass consumption the script is oke.

Detracting is the fact that Bette Davis' Jezebel' suddenly instanced part of the standards with the subject of the subject of

### THE FIRST 100 YEARS (WITH SONG)

	Hollywood, March 15.
	Metro-Goldwyn-Mayer release of Norman
	Krasna production. Stars Robert Mont-
	gemery, and Vinginia Bruce; features War-
	ren William, Binnie Burnes and Alan Dine-
•	hart: Directed by Richard Thorpe, Story
	by Norman Krasna; screenplay by Mel-
1	ville Baker; mustoul score by Dr. William
	Axt; song, Boh Wright and Chet Forrest;
	art, Cedric Gibbons, Urle McCleary and
	Edwin B. Willis: camera, Joseph Butten-
٠	berg: editor, Conrad A. Nervig, Previewed
	at Vilinge theatre. March S. '38. Hunning
ı,	time, 75 mins.
	David Conway Robert Montgomery
	Twon Conway
	Harry Borden Warren William
	Claudia Weston Binnie Barnes
	Samuel Z. Walker Alan Dinchart Uncle Dawson Harry Davenport
	Uncle Dawson Harry Davenport
	Midge Nydin Westman
	William dier
è	
	Chester Blascomb
9	George Wallace Lee Bownan.
	Karl Mever
į	Martha Bo III Rosing

This is a comedy of marriage predicated on the problem whether a self-supporting wife should searched ber business earrer and a modernistic office in New York to live with her husband in New Bedford, Mass.

on a mere \$15,000 a year. She's in love with him but only 15 grand per annum is pretty hard to take. Just goes to show how tough things are getting these days. The fact that thobert Montgomery, Virginia Bruce, Warren William, Binnie Barnes and Alan Dinehart combine to make it a very agreable entertainment puts The First Hundred Years in the big league of first-run pictures, with a chance for substantial boxoffice returns.

It's all in the manear and the substance for substantial boxoffice returns.

Lirs.

It's all in the manner and the way it is done. Richard Thorpe has directed skillfully a story which is hackneyed and old-fashioned. Even to the point where the separated couple are reunited by the discovery of an approaching little one. And most surprised at the news is the surprised at the news is the fash of the surprised at the news is the surprised in partnership with Warren William. Mongomery is a yacht designer who has had a hard time getting himself a job. Around show business he is known as Miss Bruce's husband, which rather burns him up, so when the offer comes from New Edwidting plant he is delighted at the prospect of being able to stand on his own feet. Job doesn't pay much, of course, only \$15,000 at year, but it's better than loating and meeting his wife and her business friends after office hours.

The idea of moving to New Bedford doesn't make a haw the Miss wife and her business friends after office hours.

The idea of moving to New Bedford doesn't make a haw the Miss wife and her business friends after office hours.

The idea of moving to New Bedford doesn't make a haw the Miss wife and her business friends after office hours.

The idea of moving to New Bedford doesn't make a haw the Miss her business and the excitement of bringing talent to the attention of Broadway managers and Hollywood producers. William wants her to remain in the firm and gets Alan Dinehart to act as her lawyer in the separation proceedings.

The audience is on right there that the miss and surprise about the tiny tot, and at the fadeout Montgomery is driving to New Bedford with one hand on the wheel.

Melville Baker's screenplay is well with the hours in the separation of the same well of the choke in the throat better of the hone in the hone of those meet electric organs and sing 'Old Grey Bonnet' to foot the often the hone of the hone of the hone of the hone of the hone

## Girl of Golden West

Mary Robbins Jeanette MacDonald	4
Ranierez (Nelson Eddy Lieutenant Johnson (Jack Rine Walter Pidgeon	J
'Lieutenant Johnson' f	ч
Jack Runc	а
Pedro Leonard Penn.	4
Sonora Silm	ı
Trinidad Joa Olln Howland	ъ.
Minetral Inc. Cliff Edwards	п
Niek	1
The Professor Brandon Tynan	1
Father Sienna	1
Governor	ł

This musical mustanger with Jeanette MacDonald and Nelson Eddy finds the stars not only out of their element, but hemmed in by a two-hour melange of the great-out-doors, Mexican bandist, early Spanish-Californian atmosphere and musical boredom. It's 45 minutes before the stellar pair meet up for the first time, and half as long before Miss MacDonald makes her list appearance. The forepart is taken out with the most of the western pioneer motif. Flim will be a spotty, certy despite the musical pair's marquee values.

despite the musical process walves.

The Girl of the Golden West' is from old David Belasco play, authored and produced by him in 1995 with Blanche Bates and Robert Hilliard in the leads. (And later done by the Met as an opera.) More than 30 years later, despite the alcohemy of Hillywood and the generous production values endowed this outdoors operetta, it's pretty dated stuff.

stuff.
What defeats the picture mostly is the fact that it never wholly capti-

## Miniature Reviews

'Jezebel' (WB). Bette Davis starrer in a Dixie mood. Good femme film, assured of okay resulte

The First Hundred Years' (MG). Smart comedy amusingly play by Montgomery. Virginia Bruce, Warren William, et al.

The Cirl of the Golden West' (MG). Slow-moving, two-hour musical western with Jeanette MacDonald and Nelson Eddy.

'Over the Wall' (WB), Authentic melodrama of prison life, penned by Warden Lawes, headed for nice biz.

'Dangerous to Know' (Par).
'B' meller from a fast-fading gangster cycle with Akim Tamiroff. For the duals.

Tamiroff, For the duals.

Tsland in the Sky (20th).

Melodrama with more laughs
than thrills, for double bills.

When G Men Step In' (Col).

Action meller which will get
by as No. 2 booking.

by as No. 2 booking.

Fury Below' (Merc). Careless quickie, only for some dualets.

'Crime of Dr. Hallett' (U).

Medical research in the jungle; a not too convincing dualer.

a not too convincing dualer.

vates the auditor. Miss MacDonald is rarely convincing. The Girl who runs the mining town's lone saloon, and Nelson Eddy is a creampuff Mexican bad man. Walter Pidgeon as the lovesick sheriff is another miss-out although almost anybody cast in these roles would stumble in view of the hapless circumstances. Film tries for conviction, but the salong the property of th

has a snatch of an unimpressive doggerel. The West Ain't Wild Any More.

Miss MacDonald looks well in a difficult assignment and at times almost makes her western you-all sound convincing. The situations are too much against Eddy histrionically although vocally he's effective Leo Carlio is note to the factor of the control of the cont

### OVER THE WALL (WITH SONGS)

ı	Warner Brus, clease of Cosmopolita
Ġ	production. Pentures Dick Poran, Jun
٠	Travia, John Littel. Dick Purcell George
è	E. Stone. Directed by Frank MacDonald
ď	Story by Warden Lewis E. Lawes; sereen
1	play by Crane Wilbur and George Bricker
÷	money, M. K. Jerome and Jack School
g	dialog director, Frank Backwith; film.ed
ì	tor, Frank Magee; comers, James Va
á	Trees, Heviewed in Projection Room,
١	W Manufe ti 190 disease de disease de
a	Y., March 11, '38. Running time, 72 mins
ı	Jerry Davis
ı	Kay NortonJune Travi
ŝ	
J	Ace Scanlon Dick Purce Mexine Ved Am Bor Gyp. George I. Sten
۹	Maxine Ann Bor
	Gyp George E. Sten
Ì	Eddle Edwards
3	WardenJohn Hamilio
÷	Chavornon
1	Jimmy Dayis
ï	John Davis Robert Homan
١	Mrs. Dayls. Mafet Har Convict. Mynamid Halte
	Convict Bayment Halle
1	doe
	Keeper
	Keepers
Ċ,	

Warner Bros. has made a wise, selection for Dick Foran's first fling away from the boots and saddles roles in 'Over the Wall,' It is War-

den Lewis E. Lawes' second prison story for the screen. His 20,000 Years in Sing Sing' was a sock, and his fame over radio and in the public stame over radio and in the public of the state of the stat

work, and will not disappoint, those accustomed to his buckaroo melodies. June Travis, as the amateur boxer's sweetheart, provides an interesting, heroine who contrasts nicely with the death-bed sequence, as claim to the death-bed sequence, as claim the death-bed sequence, as claim the leader's lieutenant. Dick Purcell makes a fair gangster chief, though looking too much like foran for best-results. Veda Ann Borg, who's been coming along well, justifies this confidence as the vivid gangster molif. Ward Bond, John Hamilton, Tommy Bupp, Raymond Hatton (in a better than usual bit), Robert Homans and Jonathan Hale head the support. Crane Wilbur and George Bricker have provided crackling dialog and a neat adaptation of Warden Lawes original. Frank MacDonald's direction maintains a swift pace, with proper accentuation for picture's climax. Skillful photography by James Van Trees helps film's realism. Here's one for the exhibitor to play around with, results depending on what is accomplished with combination of Lawes and Foran hames.

### Dangerous to Know

Paramount production and release. Stars
Gail Patrick, Akim Tamiroff, Anna May
Tairies, Akim Tainiron, Anga May
Wong: features Lloyd Nolan, Roscoe Karns,
Anthony Quinn, Directed by Robert Florey,
Anthony: Quinn, Directed by Robert Florey,
From play by Edward Wallace; adaptatio
William R. Lipman and Horace McCov
Transfer Tribunth and Holace Well by
film editor, Arthur Schmidt; photography,
Theodor Sparkuhl. At Criterion, N. Y.
Theorem , white walls . At C. Heerich, 14. T.
week March 11, '38. Running lime, 68 mins
Madam Lan Ving Anna Mair 10 and
Madam Lan Ying Anna May Wons Stephen Recka Akim Tamirofi
Stephen Recka Akim Tamiroff
Margaret Van Kase
Inspector Brandon
Transportation
Phillip Eatson Harvey Stephen:
Nicholal Kusnoft Anthony Ouing
District Transport
Duncan
Muyor Bradley Porter Hat
Battler Barlowe Borland
Borring
Mrs. Carcon
Maryer Gregge Hugh Solhers
Toler Dones
John RonceEdward Pawley

## ISLAND IN THE SKY

SLAND IN THE SKY

Solt Centry-Fox release of Sol M Warte

Allehael Whaten, Paul Kelly, Robert Kel
Allehael Whaten, Paul Kelly, Robert Kel
Allehael Whaten, Paul Kelly, Robert Kel
Highing and Albert Ray, attact per party

Hybind and Albert Ray, attact per party

Herming Hybind Ray, attact per party

Hybind and Lipture Market Alberta Nay,

Hybind Solt Per party

Hybind Ray, attact

Hybind Ray,

whiter thodes. Willard Boersan Wan Ore was the course finance of the work inspector. Whitehead ... Clarities D. Brown Mrs. Ore was the work inspector. Whitehead ... Clarities D. Brown II good-looking juveniles should take the witness stand at their own trials for murder and tell the simple behind a wall hid grasteciously behind with the wall hid grasteciously behind a wall hid grasteciously behind the wall hid grasteciously behind a wall hid grasteciously the hid grasteciously was story the hard, way. Some good comedy the hard, way. Some good comedy the highest way. The wall highest was strictly man a crowded night spot make it better than average and a salisfactory dualer.

Tarn is about a young woman, private secretary to an assistant d. wood is sonvinced that a youth. recent should be the work of the wor

## VESSEL OF WRATH

CALL OF WATH

(BRITISH MADE)

London March T

Associated Britist-Condon March T

Admired Tom

Admired Tom

Admired Tom

Admired Tom

Bartlett Cormack; sechneria, D. Von Thei; carrent Jules Kruger, Chan

Britist Condon, March T

March Ted.

Charles Laughton Charles Laughton

March Jones — Elba Loutenbeste

Controleur — Hobert Newton

Controleur — Hobert Newton

Controleur — Rosina Garcia

Sees Cantado — Pred Grirova

Sees Cantado — Pred Grirova

Sees Cantado — Pred Grirova

Lead Clerk — Elbo Maichina

Moment this Silm Jester Sees Ventre

Dangerous to Know

Tammant production and release. Starts

Religious features Lloyd Nolling Roseous Karnas
Antiony Quinn, Directed by Robert Flores
William R. Loffman and Tronce-Works
Midden Land John Roseous Karnas
Antiony Quinn, Directed by Robert Flores
William R. Loffman and Tronce-Works
Midden Lan Loffman and Loffman the Stephen and Landship and Land

Of all the great Jeanette MacDonald, Nelson Eddy productions from M-G-M the greatest in song, thrill, romance and scenic splendor is on the way!

## "THE GIRL OF THE GOLDEN WEST"



### VESSEL OF WRATH

VESSEL OF WRATH

(Continued from page 15)
him as an indomitable spinster eventually softening. Characterization is anussing without undue caricature. One of the biggest hits of an altogether competent supporting cast is Robert Newton as the Controleur. If would be a safe hazard to suggest that the Pommer direction is entitled to a large proportion of the generally good results achieved in this production. Details are artistic and apparently meticulously correct. Photography more than competent. Scenarist managed to get a lot of humor out of so slim a plot, which is unfolded in a manner to excite interest, and the dialog is pungent and shameless.

Thoroughly ingratiating comedy,

Thoroughly ingratiating comedy, and the entertainment unfailing.

Jolo.

### WHEN G MEN STEP IN

Columbia release of Wallace MacDonald production. Features Don Terry, Jacque-Paul Fix. Directed by G. C. Coleman, Jr. Story and adaptation, Arthur T. Horman and Robert C. Bennett; editor, Ai Clark; photography. Henry Freulich. Af Gloik, Y. Munch 12, 38, Kunning time. 60

	Matlmy Drake Jacqueline V	Vells
	Bence Garihanana, Robert F	alge
	Neule	rean
	Clip Phillips	l'lx
	Preston Stanley And	PAWS
	MartingEdward J	Curle
	Jennings,	hon
	Turk	hile
i		11 1

A run-of-the-mill G-man meller that will do as the No. 2 feature on duals but desirable that a strong lead booking go with it. The running time, 60 minutes, will enable a break

booking go with it. The running time, 60 minutes, will enable a break on turnover.

Wallace MacDonald produced from an original by Arthur T. Horman and Robert C. Bennett. Without spending a great deal of money, MacDonald has turned out a B that has good backgrounds and make suppense as good as most productions of this kind. The direction, by C. C. Coleman, Jr., is able and the editing by Al Clark has reduced the story to its meat.

by Al Clark has reduced the story to its meat.

More attention is paid the cam-paign of G-men to break up a well-organized group that goes in for a bunch of rackets, including swindles associated with charities, advertising in programs, bookmaking, printing of phoney sweepstake tickets and the like, than is paid the romantic interest. Latter plays second fiddle to the situation which develops when a younger brother of the rackets head turns up evidence showing his closest of kin isn't what he seems to be.

The brothers are played well by Don Terry, as the boss racketeer, and Robert Paige, his G-man brother, while the girl is Jacqueline Wells. Another G-man Gene Morgan, while a racketeering, lieutenant is done effectively by Paul Fix.

done effectively by Paul FIX.
Although there is sufficient action
to keep things moving along nicely,
there is hardly any comedy relief.
Horace MacMahon is in the supporting cast in bits, doing well in what
little footage he gets, but neither
MacMahon on numerous others are
given anything for laughs. Char.

## **BLONDES AT WORK**

Warner production and release. Features Glenda Farrell, Barton MacLane. Directed by Frank McDonald, Seriem play, Albert D-Mond; cameraman, Warren Lynch; edi-for, Everett Dodd. At Faramount. Brook-lyn. N. Y. week March 10, '33, Run-niug time, 83 mlns.

Turchy Blane	Glenda Farreli
It. Steve McBride	Barton MacLane
Grhagan	Tom Kennedy
Louise Revelle	Rosella Towne
Maitland Greer	Donald Briggs
Regau.,	John Rldgely
Blanche Revelle	Belly Compson
Parker	Thomas E. Jackson
Cupt. McTavish	Frank Shannon
Cipt. McTavlsh Stlesgiri	
Ciral	Carola Landis
Olive	Suzanne, Kaaren.
District Altorney	Theodor Von Eliz
Judge Wilson	Charles Richman
Bogian	Robert Middlemas
Marvin Spencer	Kenneth flailan
Dask Sergeant	George Guhl
Mixie	Joe Cunningham
H-aly.	Ralph Sanford
Fashion Director	Milton Owen

around by his newshound sweetie, While reporting a murder for her rag, Miss Farrell has him carpeted regularly as her source although she is actually working through his cluck chauffeur, Tom Kennedy. Latter keeps a diary of everything that happens, which girl keeps tapping for scoops.

Hurl:

### LA MARSEILLAISE (FRENCH MADE)

(FRENCH MADE)

Realisations of Art Cheminagraphique re
l'ease of Las Mariellinies Society production.
Fostures Pleyre Renoir, Lide Delimitre,
Louis Julyer, Andreas, Artistono, Faul Duis
Louis Julyer, Andreas, Artistono, Faul Duis
Alme, Jarond, Directed by Jean Renoir,
Scourzio by Jean Renoir, C. Koch and N.
Martell-Dreaftun, ancient, music, Bach,
Martell-Dreaftun, ancient, music, Bach,
Martell-Dreaftun, ancient, music, Bach,
Martell-Dreaftun, Sauveplane, Kosma; est,
Bartag, Wakhevitch, coatumes, Granler,
Linniol-genera, Bourgoin, A.-Donanthaug,
Dolympia, Paris, Running time 130 mins,
Louis XVII. Plefers Renoil Olympia, Itaria, Ranning time 130 mine.

Louis XVI. Pierre Renoir

Maric-Antoinette. Lies Delamare.

Pleard. Leon Larive.

Leon Larive.

Leon Larive.

Loon Martic.

Adme Calabord.

La Seigneur du. Village. Maurice Eccande

Le Seigneur du. Village.

Marice.

Andrex.

Bomier.

Ardisson.

Paul Dullarive.

Ardisson.

Permand Filmant.

Louison.

Naul Sibirskaia.

L'interpelativice.

Jeanna Filma.

Louison.

Naul Sibirskaia.

L'interpelativice.

Louison.

### (In French)

France's super-super film production is a near dropero. "La Marselliaise, the production is a near dropero. "La Marselliaise, the production is a near dropero. "La Marselliaise is a near dropero. "La Marselliaise is a near dropero. "La Marselliaise is a marselliai

It does have brilliant spots and some magnificient acting as in the aces of Pierre Renoir, brother of the producer, who plays the part of Louis XVI. But as a whole, it is a noisy demonstration without compelling interest except for French audiences.

audiences.

No doubt the fall of the Blum Popular Front government had a great deal to do with the failure of the film. When production was announced it was to be government blessed and subsidized. Renoir has undoubtedly done the best he could with what was available to work with, but the finished reelers are far from the great revolutionary epic of the age.

Abandoning the original place of the same control of the same co

ne age. Abandoning the original plans of Abandoning the original plans of having every great actor, actress, writer, composer and director in France collaborate, Renoir finally wrote most of the story himself and was able to procure only a simple few on the other scores. Three precitally unknowns carry the story from the forming of the Marsellais company through its march to Paris and the storming of the Palace de Tuilleries.

Junchy Blane. Glenda Farrell

Jasves McBride. Barton MacLamp

Jastes McBride. Barton MacLamp

Jastes McBride. Barton MacLamp

Joseph McGrand McGran

Jastes McBride. Barton MacLamp

McMcBride. Barton McMcBride

McMcBride. Barton M

## **BORN TO THE WEST**

Paramount production and release. Stars ohn Wayne, Marsha Hunt, Johnny Mack frown. Directed by Charles Barton. Story, Ame Grey's acreenplay, Stuart Anthony and Obert, Yost, Sdior, John Link; camera, Obert, Ost, Sdior, John Link; camera, Derecture, John Link; Laberty, Lin-oli, aud. Tunning time, 52 mins.

Nellie	
Killimore	Laborey Magle Deduce
Hardy	John Patterson.
Hammond	
Hooley	Sld Savior
Buyer	Lucien Littlesicid Nick Lukats
Pallon	Nick Lukete
Sam	Johnny Boyle
Sheriff	Jack Kennedy
Inspector	Alon Fodd
Gambler	Alan Ladd lack Daley
Bartender	Vester Pogg
	restantial

geis in, she does all right.

Nothing unusual about the text of Born, but its tempo, good directorial handling and simple lines, will make a hit with the patronage desiring. Plenty of Zane Grey on the marquee with Wayne and Brown as side dishes to get them in will be all that's necessary. The prin will do the rest.

Born.

### Blondes for Danger (BRITISH MADE)

	London, March 8.
British Lion Film	Corporation release of
Herbert, Wilcox pr	oduction. Stars Gordon
Harker, Directed 1	by Jack Raymond, Sce-
	oit from Evadue Price
novel; camera, Ge	orge Strellon. At the
Cambridge, London.	Running time, 68 mins.
Alt Huggi	
Valerie	inid Stamp Taylor
Ann Penny	Janet Johnson
Captain Berkeley	Brandt
Quentin-Hearne	Percy Parsons
Hetty Hopper	Kicriey Greke
Doctur	
Prince Boris	Charles Eator

Serious, intriguing, suspensive international shooting affray tale, there oughly saturated with comedy, without losing its thrilling intensity. In England subsets of the saturated with comedy, without losing its thrilling intensity. In England subsets of the saturate of

time is wasted. This is one of a series of productions which Herbert Wilcox is under contract to make for Brit-ish Lion, an independent distributing organization. Yew mor like this organization. Lew more like this one might bring Britain to a realization that it can supply profitable film entertainment without competing with the big Holly wood productions.

### Crime of Dr. Hallet

Universal production and release, Foat surest Idaiph Bellauny, Josephine Hitchilason William Gargan, aribara, Rend. Directe by S. Sylvan Simon. Serceta pluy 19 Josephine Hitchilason William Gargan, aribara, Rend. Directe by Charles Previn; camera, Milton Krasner, Reviewed in Projection, Knaiscal different, Charles Previn; camera, Milton Krasner, Reviewed in Projection Kroon, N. Y. March 14, 738. Ronning time, 65 jufficient 14, 738. Ronning time, 65 jufficient 14, 738. Ronning time, 65 jufficient 15, 100 June 14, 100 Jun

Past success of medico-research films such as 'Pasteur' probably gave Universal the idea it might cash in on a picture of the bacteria research type. This one comes out unconvinc-ingly, however, headed straight for the double bills.

ingly, however, headed straight for the double bills.
Young Park Avenue doctor with a lucrative practice, John King, is married to a toney socialite, Barbara Read, whom he leaves to join a jungle research expedition seeking a jungle research expedition seeking a jungle research expedition seeking a jungle research expedition of the proving the toxin which they have discovered and believe to be the formula is of no value and he dies as result.

When his notes are found, the doc-

which they have discovered and believe to be the formula is of no value
and he dies as a result.

When his notes are found, the doctors who have a guilty feeling athaving treated their associate shabbilly as well as having caused his
death decide to make up for it by
carrying on the research in his name.
His \$4,000 worth of travelers' checks
are forged to finance the undertaking
and a new assistant, dosephine Hutchinson, arrives on the seems. Latter
falls in lowe with Bellamy who massquerades as the dead physician.
King's selfsh and light-headed widow
as about the seems of the seems
for the seems of the seems
that he have and the seems
that he have and the seem
murdered and his checks forged
when she is stricken with fever.
Cure results from the results of completion of her late husband's efforts.
This paves the way for the romance
between Bellamy and Miss Hutchinson to jell and wind up the picture.
Much, of the dialog between the
three medicos has a Roverboyish
flavor rather than an adult quality
and the actors themselves often behave as though they felt much of the
talk, was phoney. Miss Hutchinson
looks attractive enough, but her activities are subordinate to those of
the men in the picture. Barbara
Read succeeds in making the spolled
wife impressive. Milton Kanner's
camera work is creditable and, direction by S. Sylvan Smon adequate.

## DER LACHDOKTOR ('Laughter Is the Best Medicine') (GERMAN MADE)

Casino Film roisase at Tobia produc-tion. Stars Webs Ford fractione Carla for the Casino Ford fraction of the Blandine Ebliner. Screenjay and direc-tion by Fred Saude; music, Einest Leenen, comera, Will Schmid, At 86th. St. Ca-sino, N. Z., work, March II. 38. Run-port, March III. 38. Run-III. 38. Run-II

Dr. Kugler	Weiss Ferd
Fran Kugler	Mant Zlene
Lore Lenze	Carla Rus
Josef Brandl Pr	ul Westermele
Josefa Brandt	Belty Sellinave
Der Wirt.	. Leg Peuker
Neidinger	Jusef Richhein
Vront	ring. Mollinani
Dr. Magios	aul Heldemani
Dr. Itoeremann	.Gaston Brien
Miss Arden	andlue Ehinee
Batzenbauerin	Charlet Hiltre
STATES LINE	

(In German; No English Titles)

(In German, No English Titles). While the Yorkville audience found this Bavarian dialect import amusing in spots, the laughter is not contagious to those who do not follow the language. It has no appeal as fare for the general picture public, besides being slow moving and hadly, in need of cutting. To those who do not follow the distinct it imposses. found this Bavarian dialect import amusing in spots, the laughter is not contagious to those who do not follow the language. It has no appeal as fare for the general picture public, besides being slow moving and badly in need of cutting. To those who do not follow the dialect it impresses as comedy of the weighty variety, though not so intended.

Situations grow out of the controversy between a small country doctor and a charlatian who operates all which is nothing but the controversy between a small country doctor and a charlatian who operates all which is nothing but the controversy between a small country doctor is set up as government practitioner and the charlatian abandons his chicancery to marry the attractive forme medicio.

Best part of the film are its landscape shots rather than any of the action. Forlunately there are plenty of these. Carla flust, however, is the country physician seemingly is amusing to the specialized audience.

Jacobi, 1990, 1991, 1992, 1992, 1993, 1994, 1

### **FURY BELOW**

J. T. Baum (attainfight) release of Mercader production. Features Russell Uleason
and Marine Dayle. Directed by Harry
and Marine Dayle. Directed by Harry
by Fill Dunhimir camers. Paul Ivann. At
tunning time. 48 mins.
tunning ti Russell Gleason Maxine Doyle Leroy Mazon Suella Terry al'hew Betz Rox Lease John Merton Ruth Frizce

Carelessly slapped together quickie, with customary number of flaws, but fair action to bolster pittalis. Russell Gleason, as the hero, and John Merton, as a crazed miner, salvage a few scenes by careful trouping. Struggle over possession of a coal mine is basic idea, but film has no chance save in minor dual spots, and then only with a strong No. I feature. Original story is by the producer.

then only with a strong No. I feature.
Original story is by the producer,
while the man who scripted it for
the screen-handles an early tharacter
bit. Scripter formerly was a screen
comedian. With such a base, Harry,
Fraser-has done fair in directing.
Feeble production backgrounds
and stilted scenes are further smotheard by bad photography and printing. Cutting a blacksmithy job, dialog jumping about like forked lightit matters.
Russell Gleason bests some of silly.

it matters.
Russell Gleason bests some of silly lines and situations to turn in a first-rate performance the role of youthful mine operator. Certain amount of realism made of crazed mine driller part by John Merton, though minor. Rex. Lease is the stalwart foreman who saves the day. Maxine Doyle is only so-so as the chief heart-throb. Matthew Beta does his usual heavy smoothly.

Wear. matters. Russell Gleason bests some of silly

## HIGH HAT

WITH SONGS.
Imperial Pictures release of Ciltural Sanforms product to Renderse of Ciltural Sanforms product to Renderse Prank Luther,
Usrothy Dave, John Andre, Franklin Pangborn, Gavia Gordon. Directed by Sanforth. Screen play, Sherman L. Lowe;
omnera, Jack, Greenbeigh, Illin adlice,
umera, Jack, Greenbeigh, Illin adlice,
The Commera Company of Company of Company
1, 28. To nume At Chaloher, N. T. March 11, 38.
Sawanes Collier. Frank Jather Skinda Lee. Duroth Date Skinda Lee. Duroth Date Greeov, Duroth Law Greeov, Duroth, J. Gayin Gordon, G. Charence March 11, 1981. Green M Horatlo Parker, Ferdinand Minter Also, Sonny and Buddy Edwards, Downey Sister, Don Raymond, Kermit Holven, Ted Dawson orchestra, Harry, Harvey, Bruce Mitchell.

Ry sheet. The retyrond, Kennt Holven, Bruce Mitchle, orchestra, Harvy. Harvy. Bruce Nitchle, orchestra, Harvy. Harvy. Bruce Mitchle, orchestra, Harvy. Harvy

### Maga Lesz a Ferjem ('You Will Be My Husband') (WITH SONGS) (HUNGARIAN MADE)

(HUNGARIAN MADE)

Budiapest, March 7.

Rax production and release. Director by

Rela Gaal. Scenario, Saroty Nott; music,

lyred Sharkush.

Lyred Sharkush.

Lyred Sharkush.

Lyred Sharkush.

Lyred Sharkush.

Lyred Sharkush.

Lyred Jack

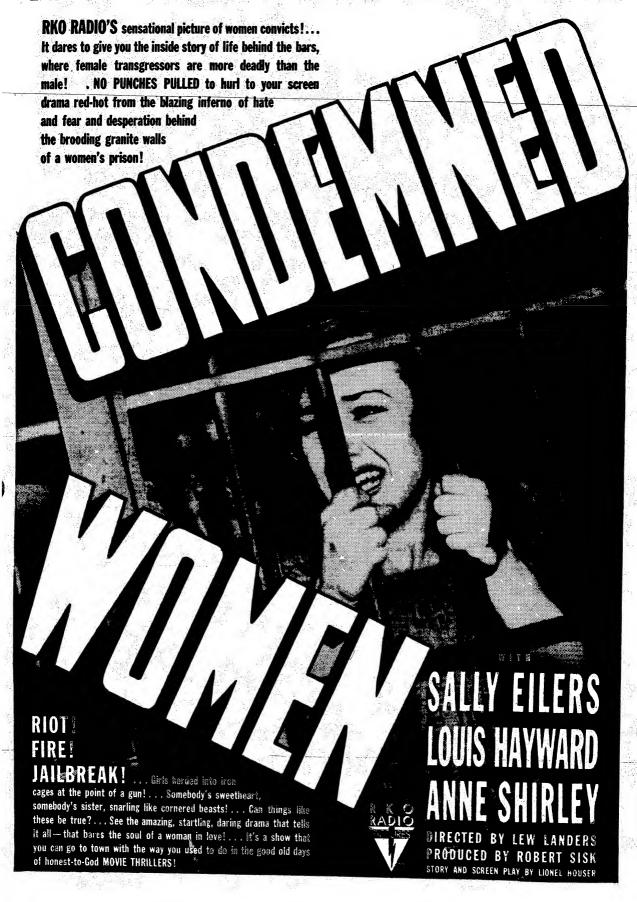
Lyred Sharkush.

Lyred Jack

Lyred Sharkush.

Miklos Halmacay.

# **SCREAMING ROCKET OF REALISM!**



(For information of theatre and film exchange bookers, Variety presents a complete chart of feature releases of the current quarterly period. Date of the reviews as given in Variety and the cunning time of prints are included.)

COPTRIGHT, 1938, BY VARIETY, INC. ALL BIGHTS RESERVED the American distributing companies for

TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR		WHEN REVIEWE BY VARIET
MAN-PROOF BULLDOG DRUMMOND'S REVENGE CEASHING HOLLYWOOD LADY, BEHAVE: CITY GIEL TARZAN'S BEVENGE	L. D. Lighton Par Cliff Reid A. E. Levoy Sol Wurtzel Sol Lesser	MGM Par RKO Rep 20th 20th	Com-Dr. Mystery Comedy Rom-Dr Rom-Dr Outdoor	Loy-R. Russell-Tone J. Barrymore-L. Campbell Lee Tracy-J. Woodbury S. Ellers-N. Hamilton P. Brooks-R. Corter, E. Mulr G. Morris-E. Bolm	R. Thorpe Louis King Lew Landers Lloyd Corrigan Alfred Werker D. R. Ledermen	66 55 60 68 60 70	12 15 12 22 12 29 12 29 2 /9 1/12
PENITENTIARY NO TIME TO MARRY LOOK OUT FOR LOVE LOVE IS A HEADACHE WEST OF RAINBOW'S END EVERY DAYS A HOLIDAY	Robert North Nat Terris Herb Wilcox F. Stephani Maurice Conn E. Cohen	Col Col GB MGM Mone Par	Meller Com-Rom Rom-Dr Com-Dr Western Comedy	W. Connolly-J. Parker M. Astor-R. Arlen A. Neagle-T. Carminati G. George-F. Tono-M. Rooney Tim McCoy Mac West-E. Lowe	John Brahm Harry Langdon H Wilcox R Thorpe Alau James A E Sutherland	78 63 69 66 57	1/26 2/23 2/16 2/2 3/9 12/22
PAROLED TO DIE CHANGE OF HEART HAWAIIAN BUCKAROO ACTION FOR SLANDEE THE-JURY'S SECRET	Wm. Sistrom A. W. Hackel Sol Wurtzel Sol Lesser A. Korda E. Grainger	RKO Rep 20th 20th UA U	Rom-Com Western Rom-Com Outdoor Drama Meller	P. Foster-S. Ellers Bob Steelc-K. Ellot G. Stuart-M. Whales Smith Ballew C. Brook-M. Scott-A. Tedd	C. Cabanne Sam. Newfield Jas. Tinling D. R. Lederman Tim. Whelan Ted. Sloman	66 55 65 58 83 100	1/12 1/12 1/5 2/2 8/4 3/2
SQUADRON OF HONOR SAILING ALONG MANNEQUIN	Miss Fanchon	Col GB MGM Par	Meller Musical Rom-Dr Musical	M. Russell-T. Hall J. Matthews-J. Whiting J. Crawford-S. Tracy J. Canova-Yacht Club Boys	Pusby Berkeley  C. C. Coleman  Sonnie Hale  Frank Borzage	55 94 92 72	12/22 1/26 2/9 12/22 11/10
CHARLIE CHAN AT MONTE CABLO BORDERTOWN (REISSUE) A STRANGE HONEYMOON	John Stone Robt Lord Bryan Foy	20th WB WB	Mystery Drama Drama	W. Oland-V. Field P. Muni-B. Davis B. Karloff-M. Wilson	Eugene Forde Archie Mayo John Farrow	33	12/22 1/29/35
PARTHERS OF PLAINS THE PURPLE VIGILANTES THE OLD BARN DANCE HAPPY LANDING BLACK DOLL	Harry Sherman Sol C, Siegel Sol C Siegel D. Hempstead Irving Starr	Par Rep Rep 20th U	Western Western Western Musical Mystery	Three Mesquiteers Gene Autry-S. Burnette S. Henie-D. Ameche N. Grey-D. Woods-E. Kennedy	Les Sciander George Sherman Joseph Kane Roy Del Ruth O. H. P. Garrett	70 58 60 102 60	1/19 2/16 2/2 1/12 1/26 2/9
REVENGE OF GENERAL LING SPIRIT OF YOUTH EVERYBODY SING WHERE WEST BEGINS THE BUCCANEER	John Stafford Lew Golder Harry Rapf Mattrice Conn C. B. de Mille	GB GN MGM Mone Par	Drama Action Musical Western Drama	G. Jones-A. Renn Joe Louis-C. Muse-E. M. Harris F. Brice-A. Jones-J. Garland J. Randall F. March-F. Gaal-A. Tamiroff	Ladislaus Vaida Harry Fraser E. L. Marin J. P. McGowan C. B. de Mille	71 66 80 124	2/23 1/5 1/26
OUTSIDE OF PARADISE INTERNATIONAL SETTILEMENT GOLDWYN FOLLIES MIDNIGHT INTRUDER BLONDES AT WORK	Harry Sauber 20th S. Goldwyn Trem Carr Bryan Foy	Ren 20th UA -U WB	Comedy Drama Musical Meller Comedy	P. Regan-P. Singleton C. Romero-V. Field-J. Lang E. Bergen-Zorina-A. Menjou B. Reed-L. Hayward B. MacLane-G. Farrell	John II. Auer E. Forde Geo. Marshall I. Lubin F. McDonald	68 75 115 66 63	2/16 2/16 1/26 2/2 2/23 3/16
CATTLE RAIDERS OF HUMAN HEARTS MY OLD KENTUCKY HOME SCANDAL STREET HAVING WONDERFUL TIME	H. L. Decker J. Considine, Jr. E. B. Derr Par P. S. Berman	Col MGM Mone Par RKO	Western Drama Com-Dr Comedy Comedy	W. Huston-B. Bondl E. Venable-G. Richards L. Ayres-L. Campbell G. Rogers-R. Skelton	Sam Nelson Clarence Brown L. Hillver James Homan Al Santell	100 72 63	8/9 2/9 2/9 2/9
ADVENTURES OF TOM SAWYER. FORBIDDEN VALLEY KID COMES BACK DAREDEVIL DRIVERS	D O. Selznick Henry Maerae Bryan Foy Bryan Foy	UA U WB WB	Com-Dr Outdoor Drama Action	T. Kelly-M. Robson N. Beery, JrR. Barrat W. Morris-J. Travis D. Purcell-B. Roberts	Norman Taurog W. Gittens B. R. Fason B. R. Eason	79 83 61 60	12/8 2/16 12/29 3/2
THE GIRL WAS YOUNG A YANK AT OXFORD PAINTED TRAIL BIG BROADCAST '38 BRINGING UP BARY	GB Michael Bulcon Robert Emmett H. Thompson Cliff Reid	GB MGM Mone Par RKO	Com-Dr Comedy Western Musical Rom-Com	N. Pilbeam-D. DeMarney R. Taylor-L. Barrymore Tom Keene W. C. Fields-Raye-Lamour K. Hepburn-C. Grant	Alf Hitchcock Jack Conwry Robert Hill Mitch Leisen Howard Hawks	84 100 50 88 102	12/8 2/2 2/9 2/16 2/16
WHO KILLED GAIL PRESTON? ARSENE LUPIN RETURNS PORT OF MISSING GIRLS CASSIDY OF BAR 20	Sam Bischoff Rainh Cohn John W. Considine Lon Young Harry Sherman	Col MGM Mono Par	Mystery Meller Drama Western	G. Brent-C. Rains-J. Litel W. Caboon-D. Terry M. Douelas-W. William J. Allen-M. Stone W. Boyd-N. Lane	M. Curtiz  Leon Barsha G. Fitzmaurice  Karl Brown Les Sclander	90 60 82 60 56	2/16 3/9 2/23
HOLLYWOOD STADIUM MYSTERY LOVE ON A BUDGET STORM IN A TEACUP PENROD AND TWIN BROTHER	A. Schaefer Max Golden A. Korda Bryan Foy	Rep 20th UA WB	Meller Comedy Comedy Com-Dr Western	N. Hamilton-E. Venable J. Prouty-S. Byington V. Leigh-R. Harrison Mauch Twins J. Luden-E. Stewart	David Howard  Bert Lenny Victor Sprille  Wm. McGann  Jos. Levering	66 60 18 62	3/2 9/9 1/12
TO THE VICTOR MERRILT WE LIVE ROMANCE IN DARK MAID'S NIGHT OFF PRISON NURSE	Maurice Ostrer Hal Roach Harlan Thompson Robert Sisk Herman Schlom	GB MGM Par RKO Rep	Rom-Dr Comedy Musical Rom-Dr Meller	W. Fyffe-J. Loder-M. Lockwood C. Bennett-B. Burke-P. Kelly G. Swarthout-J. Boles A. Lane-J. Fontaine H. Wilcoxon-M. Marsh	Robt. Stevenson N. Z. McLeod H. C. Potter Ben Holmes James Cruze	96 77 60 67	2/9 3/2 2/16 3/9
ADVENTURES MARCO POLO MAD ABOUT MUSIC SLIGHT CASE OF MURDER	J. Pasternak Sam. Bischoff	UA U WB	Drama Musical Meller	G. Cooner-B. Rathbone D. Durbin-H. Marshall E. G. Robinson-J. Bryan J. Holt-B. Roberts	Norman Tourog Norman Taurog Lloyd Bacon	86 100 98 85	3/2 2/16 3/2 2/9
THE FIRST HUNDRED YEARS ROSE OF RIO GRANDE DANGEROUS TO KNOW HAWAJI CALLS CALL THE MESQUITEERS	Norman Krasna Dorothy Reid Par Sol Lesser Wm. Berke Sol Wurtzel	MGM Mone Par RKO Ren 201h	Com-Dr Rom-Dr Meller Rom-Com Western Com-Dr	Movita-John Carroll G. Patrick-A. M. Wong B. Breen-I. S. Cobb 3 Mesquiteers C. Trevor-P. Brooks	Dick Thorne Wm. Nigh Robert Florey Edward Cline John English N. Foster	75 68 72 55 75	3/16 3/16 3/2 3/2 2/2
LOVE. HONOR AND BEHAVE.  GIRL OF GOLDEN WEST BULLDOG DRUMMOND'S PERIL.  CONDEYNED WOMEN KING OF NEWSBOYS	Lou Edelman  Wm. A. McGuire  Par  Robert Sisk  V. Morehouse	MGM Par RKO Ren	Musical Mystery Drama Rom-Dr	W. Morris-P. Lane J. MacDonald-N. Eddy J. Barrymore-L. Campbell S. Eilers-L. Hayward L. Ayres-H. Maek	Stinley Logan  R. Z. Loonard  Jas. Hogan  Lew Landers  V. Morehouse	68 120 66 77	3/16 2/18 3/16 3/9
THE GAIETY GIRLS NIGHT CUR HOSTESS STATE POLICE HE COULDN'T SAY NO	A. Korda W. Mycrost Trem Carr Bryan Foy	UA U U WB	Musical Rom-Dr Action Comedy	B. Rogers-J. Clyde J. King-C. Moore F. McHuch-J. Wyman F. Lederer-F. Drake	T. Freeland Graham Cutts John Bawlins Lew Seiler	73	3/9 3/2
JUDGE HARDY'S CHILDREN OOLLEGE SWING ARSON GANGBUSTERS MR. MOTO TAKES CHANGE GOODBYE, BROADWAY	MGM L. E. Gensler Herman Schlom Sol Wurtzel Ed Greinger	MGM Par Ren 20th U	Drama Musical Meller Mystery Comedy	L. Stone-M. Booney-C. Parker Baye-Burns & Allen-Hope J. LaRue-B. Livingston L. Lorre-B. Hudson A. Brady-C. Winninger B. Dayis-H. Fonda-G. Brest	Geo. Seitz Raoul Walsh Joe Kane Norman Foster Ray McCarey	100	3/16
WHEN G-MEN STEP IN TIP-OFF GIRLS JOSETTE GOODBYE BROADWAY LIFE ON WATERFRONT	W. MccDonald Pat Gene Markey Ed Grainger H. Henicson	Col Par 20th U MGM	Meller Meller Musical Com-Rom Drama	D. Terry-R. Paige-J; Wells L. Nolan-M. Carlisle-R. Karns S. Simon-D. Ameche-B. Lahr C. Winninger-A. Brady-T. Brown W. Beery-M. O'Sullivan	C. C. Coleman Jr. Louis King Allan Dwan Ray McCorey Jas, Whale	60	3/16
THERE'S ALWAYS A WOMAN FEMALE FUGURIVE RECKLESS LIVING IT COULDN'T HAPPEN AGAIN CAPITAL PHINISHMENT RAWHOE	Whi Perlberg E. B. Derr Val Paul Cliff Reid John H. Auer Sol Lesser	Col Mono U RKO Ren 20th	Comedy Meller Com-Dr. Com-Dr Rom-Dr Western Com-Rom	J. Blondell-M. Douglas E. Venable-C. Reynolds N. Grev-T. Wilcox-J. Save V. Moore-A. Lane A. Marshall-T. Birell S. Ballew-E. Knanp	Alex Hall Wm, Nigh F. MacDoneld Christy Cabanne John H. Auer Ray Teylor		
WOMEN ARE LIKE THAT  SWISS MISS  HER JUNGLE LOVE  VIVACIOUS LADY IN OLD CHICAGO DIVORCE OF LADY X	Hal Rooch Geo. Arthur P. S. Berman K. Madfor un Alex Korth	MGM Par RKO 20th	Comedy Rom-Dr Com-Dr Drama Rom-Dc	S. Laurel-O. Hardy D. Lamour-R. Milland G. Rogers-J. Stewart T. Power-A. Faye-Amethe M. Oberon-V. Olivier S. Eilers-C. Kelly	John G. Blystone G. Archambaud George Sevens Henr King Tim Wholan	110	1/5
	MAN-PROOF BULLDOG DRUMMOND'S REVENGE CEASHING HOLLYWOOD LADY, BEHAVE: CITY GIRL TAZAN'S REVENGE  PENITENTIARY NO TIME TO MARRY LOOK OUT FOR LOVE LOVE IS A HEADACER. WEST OF RAINBOW'S END EVERY DAY'S A HOLIDAY EVERYBODY'S DOIN', IT CHANGE OF REART HAWAHAN BUCKAROO ACTION FOR SLANDER THE JURY'S SECRET BOLLYWOOD HOTEL.  SQUADRON OF HONOR SAILING ALONG THRILL OF A LIFETIME MAMMA BUNS WILD CHARLE CHAN AT MONTE CARLO BORDERTOWN (REISSUE), A STRANGE HONEYMOON  PARADER FOR THREE ARTHERS OF PLAINS THE FURTLE VIGILANT'S THE PURTLE VIGILANT'S THE FURTLE VIGILANT'S THE OLD BARN DANCE HAPPY LANDING BLACK DOLL SWING YOUR LADY REVEREO OF GENERAL LING SPIRIT OF YOUTH FVERTBODY SING WHERE WEST BEGINS THE BUCKORNER OUTDIED BANK DANCE INTERNATIONAL SETTILMENT GOLDWYN FOLLIES MIDNIGHT INTRUDER BLONDES AT WORK LITTLE MISS ROUGHNECK CATTLE RAIDERS OF HUMAN HEARTS MY OLD KENTUCKY HOME SCANDAL STREET HAVING WONDERFUL TIME FORBIDDEN VALLEY KID COMES BACK DAREDEVIL DRIVERS  WID COMES ACK DAREDEVIL DRIVERS  WID COMES BACK DAREDON VALLEY KID COMES BACK DAREDEVIL DRIVERS  WID COMES BACK DAREDON VALLEY KID COMES  WID CORNER SAWYER FORD HORSON OF THE STONY ARSENE LUPIN RETURNS OF AND BUTLER GOLD IS WHERE YOU FIND IT WHO KILLED GAIL PRESTONY ARSENE LUPIN RETURNS FORT OF MISSING GIBLS CASANGAL STREET HAVING WONDERFUL TIME COME ON A BUDGET STORM IN A TEACUP PENEDD AND TWIN BROTHER ROLLING CARAVANS START CHEERING TO THE VICTOR MERRILY WE LIVE ROMANCE IN PARIS SIGHT CASE OF MUDDER MAKING TITE HEADLINES THE FIRST HUNDRED YEARS ROSE OF RIC GRANDE DANGROUS TO KNOW HAWAID CALLS CALL THE MESQUITEERS WALKING DOWN BROTHER ROLLING COMES FILL COME HONOR AND BEHAVE BULLDOG DEN WIST OF MARY ADVENTURES MARCO FOR BROWN HERE WOLL THE FIRST HUNDRED YEARS START CHEERING TO THE VICTOR MERRILY WE LIVE ROUNDED HARDY'S CRILIDER COULDN'T HAPPEN GAIL WHEN CHEN SEPE IN THE OUT OF	MAN.FROOF BULLDOG DRUMMOND'S REVENGE CRASHING HOLLTWOOD LADY, BEHAVE: A. E. LEVOY CRASHING HOLLTWOOD LADY, BEHAVE: A. E. LEVOY CRASHING HOLLTWOOD LADY, BEHAVE: Sol Lesser FENTENTIANY ROTTOL TO MARKY ROTTOL	BULLDOG DRUMMOND'S REVENCE CARASING HOLLYWOOD LACKING HOLLYWOOD REVER HOLLYWOOD NOT HOLLYWOOD EVEN DAY'S A HOLLDAY WEST OF RAINBOWS END EVERY DAY'S A HOLLDAY WEST OF RAINBOWS END CHANGE OF HEART GUILDAY BE CORNEL THE JURY'S SECRET THE JURY SECRET THE JURY'S SEC	### BULLDOG DRUMNOPPS REVENGE CRADY, REMAYEROD— CRADY, REMAYER COD— CITY GRIL TARRAYS REVENGE FOR SOLDERS  FOR STANDAY REMAYER  FOR SOLDERS  FOR SOL	BULLDOOF DEVELOP.  CLASHING HOLLTWOOD  CLASHING HOLLTWOOD  LAVY BEAUTY  A. W. HERST  A. W. HERST  A. W. HERST  A. W. HERST  TARRAYS BEYENGE  So Leare  Fig. 100  SO LOT 100  A. W. HERST  A. W. HERST  A. W. HERST  A. W. HERST  LOOK OFF 100  A. W. HERST  LOOK OFF 100  A. W. HERST  A. W. HERST  A. W. HERST  A. W. HERST  WEST OF JAMPS  WES	The color   Personal	Million   Mill

"For the most consistent high quality of production achievement during 1937"

# The Irving G. Thalberg Memorial Award

is presented to

## Darryl F. Zanuck

by the

Academy of Motion Picture
Arts and Sciences

# SEE DOUBLES IN TO STAY

in Hitler's country now is expected to be made effective in Austria.

Change in governmental control is taken to mean that undoubtedly the country will have a quota, much the same as already exists in Germany. same\_as\_already exists in Germany.
In recent years this meant that only
about 30 features from the three majors still operating in that nation
would be permitted distribution.
Likely that the same number would
be allowed in Austria. Similar difficulty in exporting funds probably
will be experienced. And anything
offensive to the German ideology
likewise pressurable will be being likewise presumably will be banned

likewise presumably will be banned in Austria.

Further threat contained in the latest Nazi move is the chance that Hitler may attempt to set up his regime in Czechoslovakia nearby and other neighboring small countries.

Foreign departments this week are appraising tight marketing conditions which contront American films out-

appraising tight marketing conditions which confront American films outside the domestic field. England's new quota law which becomes effective at the end of this month is expected materially to dent the net return from rentals there. New South Wales quota law, while not expected to be expensive at the outset, promises to be a costly proposition if other states in Australia copy that statute, as is likely.

China's market is badly impaired. U. S. distributors have rental toon tied up in Japan, with little indication of an early release. Ban against importing films also remains in force. Spain's market is inconsiderable. Higher taxes, restrictions or definite bars against foreign imports are growing in numerous other foreign nations.

Opinion among distributors of foreign pictures in N. Y. was that if sentiment in this country was against Vienesse pictures, they would refuse to handle such product. Some were

ventures in this country was against. Vienesse pictures, they would refuse to handle such product. Some were inclined to await the return of Rabbi Stephen S. Wise and other Jewish leaders from London in about a week to secure closer reports of conditions. abroad.

tesders; from London in about a week to secure closer reports of conditions abroad.

Anti-Nazi league this week reported that it had taken no action on a boycott of Austria-made films. No decision will be made until it is more definitely determined the exact status of new laws in Austria-Indicated that certainly no boycott would be considered against productions made under the old regime in Vienna.

Burstyn & Mayer firm has one Austrian-made deature, produced three or four years ago. Because numerous independent producers, bulk of them exiles from Germany, were engaged in producing the better Austrian features, this company does not feel like shelving already-made commitments. Decision on releasing any probably will await public reaction. World Pictures announced that it would run no Austrian-made. features, preferring other foreign-produced films.

Epidemic of smorgasbord and Swedish restaurants and cafes is forescen in New York now that Austro-German 'anschluss' kayoes the Viennese anotif for many of the spots.

the Viennese motif for many of the

That was the switch away from the Germanic idea when Hitler came

the Germanic idea when Hitler came into power.

The U. S. cateries deemed it expedient to purge selves of the Teutonic for bo reasons, and many became Viennees. Swiss or Svensk shots, much as the German accobats during the war all switched to Danes.

change of correspondence between Assistant Secretary of State Fran-cis B. Sayre and Vladimir Hurban, the Czech minister, in which the U.S. the Czech minister, in which the U.S. went on record as saying we cannot agree that motion pictures should be excluded from general trade agreement conversations. Diplomat said that with considerable reluctance, this country temporarily shelved the question of American film sales to Czechoslovakia.

Czechoslovakia.

Promising his country will not adopt any measure which would affect the status of American films, Minister Hurban' replied that 'my government is prepared to undertake the negotiation of such an 'agreement at the earliest possible date.'
Chief U. 2. complain :s against the quota law which limits American shipments to five films for every one home-made picture.

Austrian Prod. Off 50%
Vienna, March 7,
Studios working part-time
again, number of unemployed in film
trade has risen 50%. Expectations
of producers flopped when cash was
badly needed and was refused by the
Foreign Tourist Office. Producers
claim the right to this help on ground
that Austrian film production is part
of propaganda abroad to lure Americans and other foreigners to, Austria.
Geza von Bolvary is putting the
finishing touches on 'Mirror,' with
Paula Wessely. Mondial is working
in Rosenhuegel ateliers on 'Princess
Sissy,' with 'Traud. Stark, the Vienness Shirley Temple. Ski film, White
Devils,' is being made with Leni, fireenstahl and Hannes Schneider in the
Vorarlberg province.

Plenty of tension, backstage at

Plenty of tension backstage at Carnegie Hall, N. Y., last Saturday night (12) when "Austro-German anschluss news became known. Cast of Salzburg" Opera, numbering plenty of Austrians and some Jews, had to go on with the performance with the knowledge they were to sail the following day for Austria and other Central European dates. Bond posted before coming here forced heir return regardless of feelings. Ray Lev, Jewish concerter, was also in same fix, having salled for similar reasons last week.

### RKO, K-A-O Control

(Continued from page 3)

new common, to be issued under the plan.

the plan.

There also would be a bond issue of \$5,000,000 to cover underwriting expense of the plan and the funds required to make that K-A-O purchase, from the Mechan people.

Hollywood, March 15.

Hollywood, March 15.
Speed-up of production on the
RKO lot, which hit a low ebb last
week with only two productions before the cameras, was signalled Friday (11) with the arrival from New
York of Leo Spitz, Pandro Berman,
J. R. McDonough and Jules Levy
from New York. Berman's new
berth as studio production generaliscarries with it the title of vice
president, it was revealed upon his
return.

return.

Announcement from the plant's GHQ stated that McDonough, another newly elected v.p., would function under Bernan, with supervision over studio financial and business

Special Czech Treaty
Washington, March 15.
Specific agreement covering the treatment. Czechoslovaki accords American motion, pictures will be worked out to supplement the U. S.
Czech tiade pact the State Department and the Landers directing. Mindled Edwin Landers directing. Mindled Call, with Joseph Santley piloting.
While insisting that films should be considered on parity with other to make the considered on parity with other to make the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with other two matters and the considered on parity with Joseph Santley piloting. and an untilled George O'Brien, sage-rucking, with Joseph Santley piloting. In the making are The Santley of Chase Yourself, under Eddie two matters are two matters and the parity of Berman's first official action was to

# A VITAL RULING

May Mean 90-95% House Dualing Pictures-Proponents of Two-for-Ones Laugh Eye-Strain and Other Arguments

### U. S. SUP. C'T APPEAL

Added impetus was given double features by U. S. district court ruling in Philadelphia last week holding that distributors cannot prohibit use of product in dual bills. Independent producers and majors are currently carrying on now more than 'ever able to crowd their films into dual setups. Some producers even envision further spread of twin bills until they prevail in 90-95% of nation's film houses.

Many independents felt that this

Many independents felt that this court victory for exhibitors in Philadelphia threw the field wide open and meant that all houses could go dual. And that distributors could place no restraining clause in a contract to prevent a big money-maker from being duled. from being dueled.

from being dueled.

Independent exhibitors and producer-distributor officials came forward with additional ammunition to bear out their contention that double featuring was not the curse to the public certain interests would make out. Claim advanced by certain organizations that dual bills burt the executed was appropriated. eyesight were answered with ques-tion as to just what point in a double feature showing the eyestrain de-

Proponents of duals answer with Proponents of duals answer with considerable force the argument that shows are too long. Indie producers are particularly strenuous in their contention that most double billers today run only two to two and a half hours which is about the same as the normal show, using a single feature. They point also to houses with a vaudhim policy, charging that a stage show was much the same as an added feature only that it is live talent.

### Fourth Time Upheld

Fourth Time Upheld
Philadelphia, March 15.
Indie exhibs contention that major producers cannot prohibit of product in dual bills was upheld by Federal courts, here for the fourth time last Thursday (10). U. S. Circuit Court of Appeals ruled that six majors were violating Sherman and Clayton anti-frust laws by inclusion in their contracts of a clause forbidding double-feathring.

Morris Wolf, Philly counsel for the producers, indicated he will now adopt the only recourse left and appeal the case to the U. S. Supreme

peal the case to the U.S. Supreme

Court.

Last week's decision was on an action brought by Harry and Louis Ferelman, operators of the Lehigh and West Allegheny theatres here, against Warner Bros., RKO, Paramourt, Metro, Fox Film and United Artists.

mourt, Metro, Fox Film and United Artists.

Suit dates back to April, 1934, when the Ferelmans asked the court to declare, liegal -a clause in the cxhibition contracts of the defendants under which exhibis 'agreed' not to show twin bills. On Jan. 31, 1925, Judge George Welsh, in U. S. district court, held that such a clause was not ionly illegal but violated the anti-trust laws.

Producer's appealed to the Circuit Court and on June 16, 1936, latter affirmed, the decision of Judge Welsh, Rehering was granted, however, and on March 5, 1937, court reaffirmed its earlier ruling. Next day, however, in an entirely emprecedented action, the Circuit Court announced a clerk had made an orror and the decision should not have been released. Another kearing was granted at the decision should not have been released. Another kearing was granted last Dec. 7, and the latest ruling handed down woon that I I was concurred in by Judges.

## Anschluss Show Biz Echo PHILLY DECISION Egypt's Glamour Girl Starving At \$1,300 a Week, May Go H'wood

## Dixie Exhibs Pick a Mt. Top for June 5-7 Conv.

Chattanoga, March 15.
Local theatre moguls are going to town on plans for the annual convention here of the Southeastern Theatre Owners Association. The meet, set for June 5-7: will be at Lookout Mountain Hotel, a dozen miles out of town atop a mountai. The ritzy hotel has plenty to support its claims of being the coolest spot in the south.

spot in the south.

Abe Borisky of Chattanooga is chairman of the arrangements committee and its poaring no horses: He expects some 200 association memers and as many more producers

## CHI MOTHERS NOW IN **DOUBLE FEATURE RING**

Chicago, March 15.

Renewed pledges were made by a newly formed organization, All Chicago Mothers' Committee, against double features in this territory, with a special meeting held last week in the LaSalle hotel. Mothers Committee has been formed, it is claimed, for the purpose of escaping the gag rule of the established women's organizations.

Dr. James A. Fitzgerald of the Loyola University's department of education was the principal speaker at the meeting, and declared that double features have a harmful effect in that they cause children to lose hours of sleep value. Dr. Fitzgerald claims that a one-feature program causes the loss of three hours of sleep to children. Also that, the emotional effect of pictures up young children is three times as great-as upon adults. Stated that 50% of the high school students get their ideas about love from pictures and that from 50-15% of everything seen at the pictures is retained by the average child, or twice as much as is retained after reading a book.

## Europe's Uneasiness Kayoes West End Biz

London, March 15.
Bristling situation on the continent is causing have in London's West End-amusement belt. Conditions are being blamed for legits nosediving with a possible 10 due to shutter shortly, including the smash hit, Victoria Regina'.

Even the Palladium, a consistent money-mailer this season started the

money-maker this season, started the week with extra poor business. Niteries, etc., are also suffering from the reverberations, as is suburban business.

Joseph Buffington, J. Whitaker Thompson and J. Warren Davis, Indie end of the long-drawn-out suit was argued by Ben Golder, former congressman, who claimed the small exhib would be driven out of biz. If the producers ban duals was sustained.

Wolf contended that restraint of trade through the anti-dual clause was not illegal or unreasonable. Also that twimfing reduced the intrinsic

### By ARTHUR SETTEL

Cairo, March 5,

Now take Beba, for instance.

At 29 she runs the whole show, liferally and otherwise. She pillots the legit of Egypt almost single-handed and her little place of Emad-ed-Dir st. Cairo, which is the Great White Way of the town, packed seven nights a week.

Great Write may or packed seven nights a week.

They come in from the Delta and from the south, from the Delta and from the coses the west and from the oses the east, to see her. When a village Omda, decked out in all his finery, his silken galabish skirts and elima, is squat on his hind legs the front row of Beba's place, you can be sure that somethings up. They don't come often, these Omdas, but when they do it's the highspot in an otherwise time-laden life out in the sticks. And Beba?

in an otherwise time-laden life out in the sticks. And Beba?

Well, Beba sings down at them from her mighty stage, makes eyes at them, allows them to kiss her skirt, and they carry away the meniory, possibly more, for the local hicks to tare at and worship.

ory, possibly more, for the local hicks to lare at and worship.

Beba's legitimate theatre, the lone house of its kind in the Nile Valley, carries a staff of 22 gals, 10 men and eight musicians. Latter are strings, a drum and a trumpet that must have been whistled into at the time of Mohammed. Violinist, who saws away gayly night after gruesome night for 365 days per annum, and who pulls down the elegant pay envelope of 50c. a night, is a gangling lad from Gerga where he used to spin hemp. From hemp to violin is a long jump, but nobody seems to care, so what the hock? One European lassie who hoofs it and a couple of Syrian stouts complete the staff.

Nice Work, Etc.

Beba confided that expenses

Boba confided that expenses 42 quid, which is about \$210 per night. And she takes in on an aver-age of \$400 per night. That's better than \$1,300 week profit, but she complains she's starving to death. Nearly, but not quite, for there are always other ways of entertaining the villagers.

the villagers.

Concerning expenses, they aren't so much for the Nile artists, who are not in great demand (and who isn't an artist in Egypt?) grin out little. Ditty scribes get something like \$20 a month and the musicreators receive \$15. Programs are shuffled every Thursday, but even the experienced muggs squawk at the solid sameness of it all.

Beha tries hard though to put it

the sold sameness of it all.

Beba tries hard, though, to put it over. Current program, which every fourist gladly pays \$1 to (the natives plunk down a fifth of that, has a bit of smutty humor, a bit of politics, a bit of smutty humor, a bit of politics, a bit of smutty humor, a bit of politics, a hole of Expytian and Arab' dances. We Are Like That is the title of a skit about married life in which hubby finds wifey unfaithful and then shoots her. There's a lot of running about on the stage, a lot of book-throwing, bit of necking. Latter is strictly moral and legal, for the gals who do the mauling dress like boys so's not to offend the Sheiks in the audionce and to evade the legit laws, which are severe in Moslom countries.

Then there's a little review called



Theatre advertising with the selling punch and that infinite variety which spells showmanship.:

In short . . . chips off the same block . . . Pre-vues on your screen and Lobby-Displays with the "magic touch of showmanship". . .

National Screen Service and National Screen Accessories . . . twins . . . doubles . . . a pair . . .

Color . . . glamour . . . action . . . smash . . . made to sell your show . . . serviced to meet your dates . . . used by forward-looking showmen everywhere . . .

You've got a theatre ... a lobby and a screen ... so you need advertising ....

Let 'er come .. we can handle it with

National Screen Service
...prize baby of the Industry!



... the magic touch of showmanship!

## Santa Anita's Handle

(Continued from page 5)

summer's mect, its first, was only \$101,000 as compared with Santa Anita's approximate \$670,000.

Anita's approximate \$070,000. Incidentally, earlier reports to the contrary notwithstanding, the Crosby track, which lists many film stockholders, made little or no profit on its initial try.

Jack Warner, his brothers Harry

and Albert, and his other associates in the Hollywood Turf Club are in the Hollywood Turf Club, are trying to dodge Santa Anita's mistakes, although they are already estimating net in excess of Santa Anita's day for day. While Santa Anita's plant expenditure, including the original investment and later improvements, will not run over \$1,750,000, the Warner group plans to chunk in more than \$2,000,000 before June.

Inglewood track ground refers to

Inglewood track crowd refers to Inglewood track crowd refers to Bing's speedway as a subsidiary of the Santa Anita circle. Del Mar dates for this year have been set to follow Inglewood, with the opening billed for July 29 and Sept, 5 as the final day.

final day.

Warner crowd has announced that daily purses for Inglewood will total \$11,000 with the gold cup race, \$50,000 added, as the banner event, slated for July 16. Special Shriners handicap will be run on July 4 as National Shrine convention will be here at that time.

Unless present plans are changed. Inglewood will limit itself to seven races a day, five days a week, with the plugs idle on Sundays and Mondays. Santa Anita started that way, but swelled the number of daily events to eight, which Inglewood backers will tell you isn't sporting, but instead is merely a gesture to swell the mutuel take.

### To Feast the Eye On

To Feast the Eye On Inglewood will be a thing of beauty as Prexy Warner and his pals, which will probably number some 400 motion picture folks by the time all stock has been disposed of, have planned it. Infield will be a riot of landscaping and color, and given over entirely to artificial lakes, fountains and flower beds, with

human feet barred from its sod.
Total capacity of the plant will surpass that of Santa Anita by 10,009.
While the trek from the studios to Santa Anita varies from 20 to 25 miles, film executives and players will lose little time in getting from sound stages to Inglewood, which is only an eight-minute spin from back doors of the Metro. Roach and Selzanick studios in Culver City, and only. 15 minutes from Warners at Burbank and Universal. Distance from Paramount, Radio and United Artists is less than 10 miles.

The Warners had that all figured out before they bought the site, the film colony's cash making up the fattest contribution to race gates and mutuels anywhere in Southern California.

### 20th's New N.O. Exchange Bldg. Involves \$200,000

New Orleans, March 15.

Culmination of a \$200,000 realty deal in the awarding of a contract for the construction of a new 20th Century-Fox building here was announced Saturday (12). Work will start immediately. The new strucmodernistic design, will be one of the finest and best equipped in the south.

On the ground floor will be a projection room, shipping room, inspec-tion room and a number of fireproof vaults for storage. The second floor will house the exchange offices and that of E. V. Landaiche, local man-

agor.

The lease, for 15 years, at \$8,000 Per year, totals \$126,000. The building construction contract is for \$45,-949. Air condition and heating will cost \$8,800 more.

Buffalo, March 15.
Ground was broken this week for the new Metro exchange at 294 Franklin street, adjoining the newly completed 20th-Fox quarters. The building, of terra cotta, will cost \$70,000, and will be completed in June, 1938.

## HERBEL, MENDELSSOHN QUIT U AND M-G IN CHI

Chicago, March 15. After 20 years with Universal, Henry Herbel leaves that organiza-tion. For the past 10 years he has of the Universal exbeen manager change here, during which time he instituted several important innovations in the exhibition and distribution field.

He headed the Chicago Film Board of Trade during its most difficult period following the banishment of the arbitration board, and is given genarbitration board, and is given general credit among film men for his handling of several key questions and problems. Herbel almost single-handed straightened out the censor board problem which had been a headache for years in this town, and personally practically eliminated the 'pink' permits which were being slapped on 'picture after picture when Herbel took over the presidency of the Film Board of Trade. He not only smoothed the censorship question out so that the 'adults only permits were drastically reduced out also did away with the flat prohibition of pictures by the board. Felix Mendelssohn, for years manager of the Metro-Goldwyn-Mayer exchange, has resigned. He's retiring from business.

Mendelssohn has been with M-G for '12 years, the greater part of that time as local branch chief. Mendelssohn served as head of the Chi Film Board of Trade for three years.

Manny Gottlieb of the Universal exchange, Detroit, goes to Chicago as Universal branch head with Eddid Heiber of Washington to Universal to Detroit. eral credit among film men for his

Heiber of Washington to Universa

### EDDIE GOLDEN A V.P.

Edward Golden, general sales mgr. of Monogram, becomes v.p. in charge of exchange operations at the next meeting of the board. In his new post he will spend more time at the studio

Successor as sales mgr. will be named in a few days by W. Ray Johnston, Mono president.

## Goldwyn-Korda's B. R.

(Continued from page 3)

almost a year ago by Goldwyn and Korda orda. Goldwyn told associates he is going

Goldwyn told associates he is going abroad for a short rest and a survey of European production conditions. However, it is known that any possibility of working out deal with Jock Whitney and Selxnick International interests '5 biy UA's majority holdings have gone cold, as Goldwyn. 'said to be unsympathetic to terms laid down by Whitney which would have short Goldwyn of -authority of power in operations and setup, should any deal be consummated.

mated.
Only two member-owners showed up at Monday's meeting, which caused its postponement to Thursday (17).
Fairbanks and Goldwyn were the only ones at the session, with Dr. A. H. Giannini acting as Miss Pickford's proxy, N. A. McKay for Chaplin, and Mendel Silberberg for Korda.

Several matters requiring the okay of the principals came up, so it was decided to adjourn till the later date at which time it likely Chaplin will come down from Carmel to attend.

tend.

Fairbonks is taking with him the ashes of Lord and Lady Plunket who died in a plane crash at Hearst's San Simeon ranch a fortnight ago.

### Marking Time

Goldwyn is awaiting reaction to pictures just released. He has no immediate production plans. It will be perhaps another three or four months before he starts another pic-

Under terms of the original option taken by Goldwyn and Korda, it provided for payment of \$2,000,000 each to Chaplin-Pickford-Fairbanks. Option was turned back after a later proposal which reduced payments to \$1,500,000 for each of the trio failed to fell.

would have three years to pay for his holdings. He paid up around \$150,000 on account, which he turned over from dividends in the company. He later made a request for a year extension to pay off the balance of the \$500,000 due.

At that time UA heads burned over the assetted declaration he in-

the \$500,000 due time UA heads burned over the asserted declaration he intended suing UA and would deliver no more pictures for release. An extension was given Korda when, he agreed to change his attitude and pledged to deliver pictures in accordance with his contract which still has seven years to go. According to UA sources it was said Goldwyn's trip to talk financing for purchasing control was speculative as Chaplin's not decided whether he wants to dispose of his holaings or whether he would consent to Pickford-Fairbanks unloading Mrs. Fairbanks and Mrs. Goldwyn accompany their husbands abroad. Herbert Bayard Swope is joining the party to New York.

## Par Pards in N. Y. Confab

Several Paramount partner-operin New York conferring with Y. Frank Freeman following his recent trip to the Coast in line with advising producers what theatres are looking for.

Among those in to and other executives in Par are John and other executives in Par are John Balaban, of Chicago; Harry David, operator of the Salt Lake string; Martin J. Mullin and Savuel Pinanski, New England operators, and J. C. Clements, of the Beaumont Texas chain. J. Rubens, operator Great States out of Chicago, lett Friday (11) to return to his head-suarters.

proposal which reduced payments to Friday (11) to return to his head-st,500,000 for each of the trio failed stylenter of the Friday (11) for return to his head-st,500,000 for each of the trio failed so partner, reached New York Motistrance, which financed Korda in London Films, and also his backers when he obtained a member-owner's C. L. Oswald, chief of the Par inshare in UA, is still interested in the new negotiations. At the time been, in the midwest on company Korda bought in it was agreed he business for two months.

teviewed by Robert Joseph
-HOLLYWOOD SPECTATOR.
February 5, 1938

SURPRISES NOT ONLY THE INDUSTRY BUT-THE INTELLIGENTSIA AS WELL

screen, and fortunately he is in a good deal of the footage, this musical comedy is full of laughts. His talk and distinctive style of delivery prove very enjoyable and his fans will be happy to see him, and a host of new notes should welcome him. His work litts this from the class of ordinary college musical which it otherwise would be without him. As better program entertainment it should be well retertainment it should be well reterialment it. COLLEGIATE Jimmy Durante on and fortunately he is al of the footage, this n DURANTE'S WORK
NG IN LIVELY CAUSICAL COMEDY. With

number

minutes

the opera hat in George M. Cot film, "The Phantom President." time Jimmie has a bad five min

microphone and

the seen

since he

4

Comedy.

graduate world and college lover. Start Cheening, started off like a house on fire. Believe it or not, to applaude various sequences. And critic applause is not de rigent. As a matter of fact, critics are supposed to sit on their hands and look very very sullen and pass on witty cracks to those seared nearby. Yes, sir, I really clapped them mitis for sheer sellight. Schnozzeia Wins By a Nose.

Schnozzeia Wins By a Nose.
By all odds this is Jimmy Du-3

that dnesand -nop ě ę same office from which he song about with a couple of telephones, who he inadvertently dials the tumb of the same office from which I is calling, and proceeds to cuss hir self out under the impression th 9 instead gays. the Cutaway," three questioner the nseq by using oranges in couple of other grad time also with the 'How much is the we. He sings · like because the My of three c him 'n Harvard."

SHOW-IEW 29, 1938.

DE REVI January

sequences is bright li all, a knockout. in Harvard."
"Strutaway
he is, all in a ble-crosses h ample of th urante's he is a couhas a bad tion of 'Hc is, all in

it from lift of it r the gestures ab Cheering" tl

frequently

down there.

Way

from

Schnozzola Wins By a Nose.

By all odds this is Jimmy Durant's picture. Where has than
man beer? He was a how's and even
the most calloused critics cannot
ignore the gales of laughter that
sorteen. Heard tell he was washed
up. cinematically. Heart tell that
tumor is spurious, because if he can
deliver as, he does in "Start Cheering." none need worry about his
box-office draw. Give him the veholly to perfection. To Jie Jie Joh
that "Strut Away" dance by Jimmy
Durante like a fon of bricks. His
burante like a fon of bricks. His

the descriptions that in the Honthe descriptions against the marks an
important return to the screen of
important return to the screen of
important return to the screen of
siderable amusing talent when given
something to do more than his
trafemark of "Theorebe-tha"
Durante is practically the whole
player than the properties and the screen of
the screen of the screen of the screen
Jumpy, confused by two telephones
holds an argument with himself. Its Star, LOS A. HERALD-E the By Jimmy S EVENING Jimmy, confuse holds an argun alone worth th

up with catchy tunes and clever humor. The humor is carried out exceptionally well by Durante, and the songs are put over very successfully by Gertrude Niesm.
Jimmy Durante's return to the screen can be built up. The presence of the Three Stoges can be pugged with the pictures in the Jobby and by playing one of their shorts the week before the picture opens.
OUTSTANDING. Jimmy Durante's picture of Known Personalities Musical is pace, fast at a Another

Top Receipts. moves that

Direcfetched his New effort is Columbia's dressed Quick .... manner 2 throughout. · Rogell 2 which 161 Story relief "Get Rich. limmy Durante went waned a υi the the lingford." New eff "Start Cheering." pace Albert genuine Ę ij back smash, snappy r even After the draw by 75 come good. tion it's 'n

Crow.

this

program highlights of

the highlig

HOLLYWOOD

ditty Apple in which Ë lipped by him. telephone din good one Big the cast, and does Jimmy Durante is most fresen of the cast, and does bits, including an opener in talks to himself on the ias the first indication, of y. He's I sings the F calls i He c the way. jo agency. which ē terial



## SING SING'S WARDEN EWIS E. AWES WROTE

and WARNER BROS. GAVE DYNAM



Screen Play by Crane Wilbur and George Bricker ( Directed by Frank McDonald • A Cosmopolitan Prod

### EXPLOITATION :-: By Enes W. Sargent

Toy Trains Again

Toy Trains Again

Probably no single stunt has brought more money to picture box offices than the toy railroad train. It always gets the coin. Recently the stunt has been downant, along with a host of other good ideas, but Warners of the coin of

### Puffing Penitentiary

Puffing Penitentiary.

Booking of 'Penitentiary' a couple weeks ago set promotion man of the New Grand theatre on a routine that the control of the control

### Pasteboard Star

Pasteboard Star

Rochester.

Rochester.

Rochester took Charlie McCarthy for a ride in putting over 'Goldwyn Folies.' Heavy snowfall gave opportunity to get out the one-hoss shay place cutout of Charlie high on the seat for a ride down the main stem and in operating sections. First sleigh seat of a ride down the main stem and a operating sections. First sleigh seat of the sea

### Realistic

Mel Miller. Ottawa, Kans., exhibitor, believes in being realistic in his promotion. He came all the way to the heart of the Louisians awamp country to purchase pirogues used in filming of 'Buccaneer' at Barataria. He also gathered large quantity of moss and palmettos from section to take back home where he plans to reproduce lobby display of bayou setting of Lafitte's haunts. Pirogues he purchased were actually used in filming of Louisiana scenes in the pix.

### Good Looker

Strand theatre, Cumberland, Md., has gone for a four-page weekly, Movie Chat, apparently patterned after the Buffalo Movie Guide, of the Shea theatres.

Jallopys for West

Jallopys for West
Columbus, March 15.
Columbus auto dealers staged parade of used cars Friday (11) to celeptate Mae West's arrival for stage date as promotion stunt for National Used Car Week. Bisas band at station to greet visitor, who was then escorted to Palace theatre at head of procession of second-hand autos.
Citizenry entered into spirit, tossing confetti and paper streamers from windows along parade route. More than thousand persons waited at theatre entraince, dozens of them camera fans. At least 20 flashilghts spotted in addition to news photogs.
Press was entertained at all-day cocktail party at theatre.—Newsmenwere introduced to Miss West in delegations all during afternoon, with bar also doing a rushing toxiness. The stage of the process of the pro

Miss West played seven shows at Palace Saturday, six on Sunday and five other days.

### Just Another, but Big

Just Another, but Big
Cincinnati.
Most exploited popularity contest
ever waged locally is the one curent which links radio, press and
theatre screens. Tagged the RKO.
Glamour Girl contest, the theatre
management is using 50 half-hour
evening programs, Saturdays and
Sundays excluded, for a 10-week
stretch on WCPO. The station's
Scripps-Howard affiliate daily, the
Post, is carrying art spreads and
notices on the entrants, numbering
226. Contest also is plugged with
trailers in the nine RKO houses
here.

trailers in the nine RKO houses here.

Winner is to receive a trip to Hollywood, with expenses for herself and a companion, and get a screen test. Journey to and from the Coast will be made by plane, the American Alrilines hooking in on the contest of the conte

### It Was Neilson

It Was Neilson.
Leon J. Bamberger writes he was
erroneously credited for the cocoanut stunt on Bobby Breen last
week. Gag was worked by Ritgers
Neilson of the RKO-Radio publicity
staff and not by the sales dept.
Nielson handles all the press
parties for Radio pictures, in addition his multiplicity of other work.

### Lobby Puller

Manager Lester Pollock, Loew's Rochester, gives added filip to coin display placed in lobby by Rochester Numismatic Association by calling it celebration of 146th anniversary of founding of U. S. Mint.

Stunt gets special mention in newspapers and thousands of collectors in this area interested in rare pieces displayed.

### Calico Front

Oklahoma City.

As an attention-getter to draw the wandering eye toward the front of the Midwest theatre during showing of Swing Your Lady' (WB), yards of calico cloth were tacked up, covering the entire front and box office.

ffice. An exceptionally large sign ad-ertised 'The Weaver Brothers and

### Curran's Coast Spot

Charlie Curran has joined the Buchannal agency on the Coast in the handling of the Paramount account from that end. The deal was set with Curran while Bob Gillham was

in L. A.
The United Artists' account which und theatre, Cumberland, Md, one for a four-page weekly. 
Chat, apparently patterned the Buffalo Movie Guide, of the theatres.

a good looking sheet and well charts a good looking sheet and well control of the states.

### Theatres—Exchanges

Fox-West Coast is continuing to switch theatre managers, moving Earle Barry from the California, Venice, to the Criteriony Santa Monica. Herman Derbique replaces him at the California

Earle Barry from the Callbornia Venice, to the Criterioig/Santa Mon-ica. Herman Derbique replaces him at the Callfornia. James A. Walker, formerly at the United Artists, moves to Alezar, Bell, succeeding William H. Thed-ford, who goes to the Fox. Redondo. Louis Brunnenkard is new manager at the U.A.

Rubidoux theatre, Riverside, closed for remodeling. House is Fox West Coast subsequent run.

Charlotte, N. C.
Little & Craver, Inc., Mooresville,
N. C., owners of the Moore theatre,
have leased the new theatre being
completed there by Loy Thompson
and will install another picture
house,

Spokane. Wash.
A. T. Dishman is planning to build
a \$18,000 theatre in the nearby community of Dishman if he can get
old fownship ordinance prohibiting
Sunday pics repealed.

Ellensburg, Wash.
Audion theatre here was damaged
\$2,000 by fire. Clarence Farrell, proprietor, said he believed fire caused
by match picked up by vacuum
cleaner.

Los Angeles.
Albert Galston sold his Dale theatre, Long Beach, to Milton Arthur,
prexy of Cabart. Theatres, which
also operates the nearby Cabart.

Sam Badamo from Globe, Bridge-port, succeeds Ben Cohen as man-ager of College here. Cohen was given a 400-guest testimonial prior to sailing for Bombay, India, where he assumes managing director's post at new Metro house.

Mort and Art England granted a Pennsylvania charter last week for Affiliated Enterprises, Inc., theatre operating firm which with William C. Davis recently acquired Triangle in East Liberty and is now building a new nabe house in Braddock, Pa. New spot is nearing completion and New spot is nearing completion and for last few years have held the Bank Night franchise in Pittsburgh.

Three properties are being razed in nearby Oxford, O., a 1,200-population college town, to permit construction of 1890-seat theatre by the Wilmington Theatre Co., which operates the Oxford.

Rochester.
Leon S. Shafer, Schine's Strand,
Seneca Falls, transferred to Corning,
M. R. Gates from Playhouse, Canandaigua. renlace daigua, replaces.

Tarrant City, Ala.
Fire of unknown origin damaged
the Imperial theatre here to exact
of \$3,500. The theatre operated
by the Waters Theatres, of Birmingham; was empty at the time.

The 16th St. Realty, builders and owners of the Denver heatre building, has called in all of its outstanding % serial gold bonds. The bonds total \$321,000, and are being receemed at \$102 and interest. This completes the retirement of \$500,000 of the original issue put out Sept. 1, 1926.

Los Angeles.

Mack Smith, formerly with Universal exchange here, has purchased the Daly theatre, North Broadway grind house, from C. A. Burnham.
City's first ruby red marquee has been installed at Whitson's and Lewis Vista theatre as part of rehabilitation campaign for the house.

Newark will have a new de luxe theatre seating 850 in the near fu-ture, it is announced by Clark Rader, of Wilmington. Lawrence Stanley, Columbus, is associated with Rader.

Steubenville, O.
A. G. Constant president of Interstate Theatres, Inc., operating several movie theatres in Ohio, has announced construction has been
started on a new theatre of 1,350
seats in Mansfield, O.

Spartanburg S, C.
Deep River Amusement Co., Inc.
organized to operate motion picture
theatres, with \$50,000 capital stock
listed. Firm composed of J. F.
White, Dr. O. R. Blaiock and J. C.
White, all of Asheboro, N. C.

### Miami Preem for 'Jungle'

Paramount is world-premiering 'Her Jungle Love,' Dorothy Lamour starrer, at the Sheridan, Miami, starting tomorrow (Thurs.) for a

Chris Dunphy went down from the Heg. Sat., March 19, Wayne Morrisone office to supervise the opening. In "LOVE, HONOR and HEHAVE"

### Browne's Union Ideas

(Continued from page 7)

would retain its local autonomy

and he open to some question

AA's oppose IA Tie

Possibility of the Four A's going into any such setup is considered remote in the extreme. Actors as a whole are definitely opposed to any affiliation with the stagehands. Even the idea of a loose working agreement, proposed last summer, never got beyond the preliminary discussion stage. 'As far as the SAG goes, that group has consistently declined to affiliate with any other body-outside the Four A's, although it is the leader in the movement for closer union within that organization. are definitely opposed to any a close

a closer union within that organization.

Principal idea of SAG in holding late from other groups is not to endanger its 10-year contract with the studios. Considered extremely unlikely that the screen directors would enthuse over Browne's suggestion, while the various groups within the Authors League (including the Screen Writers and Dramatists Guilds) have invariably shied away from ties with any other organizations whatever.

If he is unable to bring the other unions, into his setup-voluntarily, Browne declares he will then be forced to take them over. He claims he is confident of his ability to do so if and when he sets out in that direction. For one thing, he sees himself and his organization as will campaigners in labor unionism, for-clifted by many years of seasoning.

campaigners in labor unionism, for-tified by many years of seasoning. Four A's heads and the tops of other show business unions. he considers mere dilettantes in the field, babes in the unionism woods who will fall prey to the first big bad wolf who jumps out from behind a tree.

Four A's heads and the tops of other show business unions he considers mere dilettantes in the field, babes in the unionism woods who will fall prey to the first big bad wolf who jumps out from behind a tree:

Not Up to Wm. Green

As far as the AFL setup goes, Browne is confident there, too, he says. He explains he has never mentioned the matter of taking over the other show biz unions, either to President William Green or to members of the executive committee. However, such a question would not be up to Green to settle, he explains, but would be a matter for the executive committee, though the sum of the token of the token of the says, as head of the IATSE he has advanced money from the IATSE has advanced money from the IATSE war chest to many of those same union heads to win vital strikes in the past. He thinks they will not forget their gratitude if the occasion ever arise for him to call on them. In the face of Browne's explanation that he does not seek to 'take over' their unions or invade their

jurisdiction, Four A's heads merely shrug their shoulders. Their attitude is that his words speak for themselves, that his talk of a 'voluntary' federation is absurd, particularly when followed by the 'or else' proviso. View is taken that the 'exposition' has the earmarks of a face-saving backtracking by Browne as a result of the furore his previous threats aroused.

threats aroused.

Four A's execs have protested to Green and the AFL executive committee over the IATSE threats. Until some overt action is taken by the IATSE, however, they can do no more. Next move is up to Browne, they say. When and if such a move is made, the Four A's will bring charges before the AFL executive committee. In the meantime, they're sitting tight.

### Neely Analysis

(Continued from page 4)

duction that would coincide with the way the next person views or describes the film.

(7) Assertion that all regulations apply only to distributors—was an-alyzed by showing that every exhibi-tor relies entirely on a distributor and can't produce his own pictures.

and can't produce his own pictures.

(8) Claim that the bill would enable new small companies to successfully compete with established companies was vigorously denied. He pointed out that the hand-to-mouth basis of single picture production would wipe out the small producer wickly.

## New York Theatres





Starting Thursday
"MERRILY WE SING"
With Constance BENNETT
Brian AHERNE
A Metro Confure.

HELD OVER! 3rd Record Week Opens 9:35 A. M. Strand 250

EDW. G. ROBINSON

A SLIGHT CASE

OF MURDER

BAD MAN OF BRIMSTONE

### PARAMOUNT TIMES W.C. FIELDS IN PERSON Cab

"The Big Broadcast Calloway of 1938' and His Cotton Club Orchestra



TID Av. & SOLL SA

"Mad About Music" Deanna Durbin -On the Stage-

MAPIO MUSIC HALL BETTE DAVIS in

"JEZEBEL"



# CLUBWOMEN'S ORG PRESSURES STATIONS: Short-Sighted Hollywood Annoys USES MONINCH NAME AS HOBGOBLIN

Wants Regular Time Allotment on Cuff-'We Want to Be Able to Tell Commissioner McNinch That Stations Have Cooperated 100%

Philadelphia, March 15.
Philly staines execs, are frazzling what they allege is time-chiseling request, accompanied by mot-toor-subtle threats, from National-Council of. When one outlet here politely turned down demand for 15 minutes or half-hour a month, it received a reply from the Council into which F.C.C. Chairman Frank McNinch's name was practically dragged in. And over too of the letter was the word Warning. It was erased, but still plainly visible.

All local stations have women's shows and tie-ups with women's clubs, thus their reluctance at adding any more especially of the upre tune-out fodder type offered by the National Council. Getting the request in this manner, however, was the final determining stroke.

Original letter, dated Feb. 28, was signed by Luella S. Laudin, executive director of the human relations committee. States. The National Council of Women, in celebration of its 50th anniversary, has fittingly engaged a Human Relations Project to develop a greater appreciation of privileges which accrue through living in a democracy.

through living in a democracy. through living in a democracy. tet.

We are therefore writing to ask whether it will be possible to grant us 15 minutes or a half hour of radio time once a month so that prominent club women in your city may present our human relations project over your station.

Second letter, dated March 8, has the Warning' at the top. It says. The overwhelming response from practically every radio station of importance in the country has entailed a delay in our plans as it is necessary to reorganize our project in order to take advantage of all the offers which have come in. It is quite possible that we shall be able to announce to Commissioner McNinch, who heartily approves the project, that we have obtained 100% cooperation from the radio stations of the United States.

(Signed) 'Luella S. Laudin.'

# HOST OF RADIO **LAWS' DEAD** IN N. Y.

Albany, March 15.

Doran bill, vesting the Public Service Commission with sweeping powers to regulate radio corporations and stations in New York State, was killed Assembly Committee last week. It was a companion measure to the McCall bill, which will be alive in the Senate up to adjournment but which, observers believe, stands little chance of receiving favorable action by that house. Phelps act relieving stations of responsibility for 'unauthorized' utterances—as man in street broadcasts—went down to defeat in the Assembly judiciary committee. Berg bill holding stations responsible for libel on statements uttered via radio—they now can be sued only for slander, which is more difficult to prove—will theoretically be 'up' until adjournment. However, its passage is not expected. Assemblyman Isidore Dollinger sponsored similar measure—the lower house.

### McCarthy's Beer Spiels

McCarthy's Bzer Spiels

Clem McCarthy does a sports spiel
for Krueger Beer over WIZ. New
York (locally) and the same account
will sponsor the Linus Travers news
report session on the Yankee network formerly bankrolled by Borden's Chateau Cheese. Krueger is
a new Young & Rubicam account.
Friday at 7, Salurday at 6:45 and
Mohday at 7 is the irregular schedule
of McCarthy, starting thi Friday.
Jewish program (religious) made the
tame time unavailable Salurday.

### Part of Plot Missing

Perplexing trade circles is just how that announcer got into the bedroom on the one-minute wax spots Pineoleum is

minute wax spots Pineoleum is placing.
Blurbs start out as a dramatization, with wife and husband alarmed over baby s. fretting in the middle of the night. Couple are awakened in bed by the offspring's crying, and before they can decide what to do to quiet the young 'un', up pops a boomvoiced advice-giver.

# **BOAKE CARTER** SEES NEW DEAL PLOT'

Philadelphia, March 15 Philadelphia, March 15.
Boake Carter, Administration critic, charged last Wednesday that the New Deal—through the state, treasury and navy departments—is attempting to 'run me off the air and probably out of the country. Accusations were made here after publication of a copyrighted story in the Washington Herald that Carter's status in the United States is being investigated with view to possible deporfation.

investigated with view to possible deportation.

Records, at the Federal Building here show Carter was born in Baku, Russia, of English parents, and was Russia, of English parents, and wo. 28, 1934. At Russia, of English parents, and was naturalized Nov. 28, 1934. At naturalization ceremony, presided, over by Federal Judge George Welsh, Carter gave a radio talk dis-cussing what it meant to be an American citizen.

American citizen.

Carter, who has been particularly caustic on the Government's foreign-policy, which he says is motivated by England, declared a Washington columnist tipped him off several weeks ago that the state and war departments were 'out to cut my throat' on charges that he came in on the Russian quota.

### Jello's Summer Show

Hollywood, March 15.
Young & Rubleam has bought,
through Music Corporation, the Walter Johnson ekit 'What Would You
Have Done' as summer substitute for
Jello when Jack Benny takes, 13week layoff after July 3 broadcast.
Show did 14 weeks at Columbia

# CONSUMER LAW PASSES

Washington, March 15.
Stiffer Federal control over advertising of all types was in the offing today (Tuesday) following final Congressional action on the Lea-Wheeler bill giving the Federal Trade Commission broad new power to safeguard consumers.
Over objections of Senator Royal S. Copeland of New York, the Senate Monday (14) took the last step in approving the measure which allows the Government agency to bar

in approving the measure which allows the Government agency to bar deceptive advertising of foods, drugs, cosmetics, and health devices when necessary to protect the public. Previously, the FTC has been ablemerely to act against advertising which constitutes unfair competition. Bill, which has been pending in Congress for two years, is forerunner to new legislation tightening the food and drug laws. Drive is on to obtain early House consideration for a bill raising the standards of purity, requiring more truthful and detailed labeling, and giving the Food and Drug Administration stronger enforcement power.

Lea-Wheeler bill, approved by the

Drug Administration stronger en-forcement power.
Lea-Wheeler bill, approved by the House more than a month ago, does not constitute a direct threat to broadcasters providing they co-oper-ate with the Government. Stations, ate with the Government. Stations, slike newspapers, are relieved of responsibility for offensive propaganda aired over their facilities but may be punished if they decline to tell the FTC who sponsored and originated the copy.

### Gotta Be Versatile

columnist tipped him off several weeks ago that the state and war departments were 'out to cut my throat' on charges that he came in on the Russian quota.

Stanton's Three Assis.

CBS this week added three to its research dept. Fred Mahlstedt, Oscar Katz and Clifford Hougland.

Dept. is headed by Frank Stanton.

# F.C.C. Formulating New Policy On How to Handle Squawking Fans

Machinery for investigating all complaints about technical operation or program fare of the broadcasting industry will be set up in the near future by the Federal Communications Commission.

As first-move in the direction of standardized procedure, the Commission and the commission of the chairman has been calling on stations for their version of things of the chairman has been calling on other than the chairman has been calling on the chairman has been call

# **II. S. with Personals on Santa Anita**

During the current Santa Anita race meet, Hollywood has gone more wacky than ever on the horses. Has now reached the point that the filmites have apparently lost all judgment in doping the possible reaction throughout the country to jokes, stories, etc., anent horses in general and Santa Anita in particular.

Certain amount of such clowning and yarn-spinning is okay, just as a certain amount of attention permissible, even desirable, on almost any topic of general interest. Preoccupation of the picture colony in the ponies, however, has gone completely haywire.

Virtually every program originating on the Coast is erammed with references, not only to racing and the Santa Anita track in general, but frequently to specific races and bets, and even to the strings of horses owned by the different players, directors, writers, execs and so on.

so on.

Possibly the limit was reached in a recent Bing Crosby show for Kraft Cheese, when almost the whole program was based on some phase of racing. Even the dramatic skit had Robert Taylor playing a reporter and Mickey Rooney a jockey in a melodramatic yarn about a kid who is persuaded not to sell out to crooked gamblers.

Casual listeners scattered in cities and towns throughout the U.S. may well wonder what all the horserace shootin's for. And are the

well wonder what all the horserace shootin's for. And are the sors forgetting that racehorse gambling to millions is a cardinal

# **General Mills-Kellogg Situation** In St. Lows Is Table Talk 'Cause' Of That Switch from CBS to NBC

### Mae West Says 'No'

Columbus, March 15.
Mae West nixed broadcasts during personal appearance act here, Saved local station managers plenty of

headaches.

Several programs which go in for guest stars were toying with idea of interviewing her, which would have put station exces on spot. One station had tentatively okayed broadcast, but with stipulation that no mention be made of Chase & Sanborn fuss:

### Allen. Kate Smith. Lyman Set as Subs For Jack Benny Show

Fred Allen, Kate Smith (with Jack Miller as conductor) and Abe Lyman are set for the Jack Benny one-timer from New York March 27. Robert L. Ripley is probable but deal not sealed.

sealed.

Not likely that Boake Carter will participate. A fellow-employe of Benny's for General Foods, the news commentator is reported disinclined to make an appearance before a radio studio audience. He makes oc-casional lecture platform appear-ances but is said not to like working-before people.

### RADIO MEN HEAD WEST

Murray Grabhorn for Hearst, Morton for NBC, Are on Road

Murray Grabhorn, v.p. of International Radio Sales, left last week on a cross-country tour which he expects to keep from out of New York for at least three weeks. His plans include stops at IRA offices, calls on stations and some shifting of Hearst personnel.

Affred H. Morton, manager of NBC owned and operated stations, also scountry trip. Morton likewise will wind up on the Coast and remain out of New York for three weeks or more.

### New Whiteman Formula

A shift will occur in the near fu A snit will occur in the near fu-ture in the program formula of the Paul Whiteman program for Ches-terfield. Oliver Wakefield will be eliminated.

Program will veer to a more mu-sical swingo set-up. Comedy aspect has been troublesome.

### 'Pirates' Tarry Till June

Bowey's, Inc., manufacturer of Dari-Rich chocolate beverage is staying on the NBC-red with Terry and the Pirates' until June. Stack-Goble is the agency.

Chicago, March 15.
Unusual situation of a station insisting that a sponsor give up time
for a competitive sponsor occurin St. Louis, when Columbia insisted
that General Mills release a baseball
time contract to Kellogg.

that General Mills release a baseballtime contract to Kellogg.
General Mills, which had been on
KWK with baseball for past years,
came into St. Louis last winter and
also signatured for baseball on
KMOX, which had been the Kellogg
station. In this manner General Mills
tiled up both KWK and KMOX. When
N. W. Ayer, the Kellogg agency
heard of this deal whereby Kellogg,
which had been a KMOX customer
for years, had been shut out in this
manner, they went right to William
Paley, CBS prexy, and yelped. Paley
contacted Les Atlass, CBS v.p. chief
for the midwest to see to it that Kellogg got an outlet for baseball in St.
Louis. Columbia then informed General Mills that it would have to release to Kellogg either KWK
KMOX, with CBS reported as stating
it would be even willing to risk a
law wrangle rather than go through
with a contract which would lock
Kellogg off the two stations. General Mills released KWK to Kellogg.
Whether this St. Louis situation
has any hearing on the switch of the

eral Mills released KWK to Kellogs.
Whether this St. Louis situation.
Has any bearing on the switch of the General Mills hour to NBC is a mather of lunch table discussion around radio row. It is generally figured that Sam Gale, ad chief of General.
Mills, when told by Columbi to make a decision on St. Louis, queried NBC on the hour just to steam up Columbi And that NBC made use of this inquiry and followed up an advantage, by offering General Mills a desirable network setup and time allotment.

# 'DROP LIKKER' **SUGGESTION** BY STATE

Philadelphia, March 15. Pennsy radio stations last week reeived a letter from the State Liquor Control Board asking them to eliminate all hard liquor accounts. Request was signed by Harkey Righter, p. , for the board.
It admitted that there was

statute to compel stations to cut out liquor advertising and that it would mean a loss of revenue, but asked such shows be deleted as a matter of

Such snows be detected as a market of public policy.

Request followed notification of the Pennsy Board by the Federal Alcohol Administration that it would like to see all booze accounts off the air.

# SAME OLD F.C.C. POLITICS

# Nightmares for Broadcasting As Government Ownership Looms

Washington, March 15.

Washington, March 15.

Dangerous first step in the direction of public councrship of radio facilities looks very near with strong Administration, pressure being exerted on Congress in behalf of the sidetracked bills authorizing construction of a government-operated transmitter.

Several developments in the past couple of weeks—mostly behind the senes—indicate that broadcasting will have its uneasy moments for quite—spell. The New Dealers are eyeing the business in an upsetting fashion, inspiring repeated rumors, that the Government will commander time on private stations as an approach toward bringing about stringent regulation and possible dictation to licensees.

Tied together, all of the trends present a nightmarish picture. Understood that Chairman Frank R. McNinch is playing with the thought of asking Congress to give the commish drastic powers to prevent profiteering in sale of stations. The white House, State Department and Pan American Union are energetically working for an ambitious propaganda program to keep Latin America from playing with Hitlet and Mussolin. Special tax on radio seems inevitable, although it may be delayed a year or so. Monopoly probe is promised, along with study of contractural relationships and inquiry to see what particular regulation of chains is desirable from the public viewpoint. The government-ownership bogey was revived by the President's appointment of an advisory committee on international broadcasting. Predicted in high Administration circles this crew, which McNinch chairmans, will bob up with report advocating either the Celler the Chaer-McAdoo bill. Both propose a public station to short-wave non-commercial patter to other Western Hemisphere nations.

Early hearings on the Celler bill are forecast. As soon as House Naval Affairs Committee, currently pushing the \$1,000,000,000 ship-building bill through the chamber, gets abreast of its calendar. Lawmaker's probably with chamber, gets abreast of its calendar. Lawmaker's probably with chamber, gets abreast of its calend

have changed its attitude from one of nonchalance and unconcern to one of active friendship for the scheme.

Supporters of the pending proposals pool-pool the thought that they are a threat to the American system of radio. But the industry observers, thoroughly aware that Congress is prone to start in mod-estly with a new idea and that it would be difficult to prevent a trend toward public broadcasting for home consumption once we started putting out programs for foreigners, are greatly agitated.

# STAND. BRANDS BY CBS

Columbia is reported to have almost succeeded recently in inducing the official higher-ups in Standard Brands to swing over the Sunday night Chase & Sanborn show from the NBC-red (WEAP). Lines had been well laid into the Standard Brands organization, without anything being said to J. Walter Thompson, the agency on the account, but when the SB officials started warming up to the proposition the agency of in with some fast argumentative licks and the whole thing blew up. In going after the C&S business, Columbia developed an elaborate station coverage presentation and also based its bid on the theory that listener availability would be creased immeasurably by the shift in networks at this time. Chase & Sanborn has occupied this spot on the red consistently since 1930.

### 7 NOW, 6 IN AUTUMN ON MICKEY MOUSE

Hollywood, March 15. Mickey Mouse airshow for Pepsodent ienews after March 27 for seven weeks through to May 15 and then take a summer layoff. On roturn to the early fall, the show will take up the remaining six weeks of the second 13.

Carl Stanton produces the comedy turn for Lord & Thomas agency.

### McNamee Ticks Off 15th

Graham McNamee is this week celebrating his 15th anni as an an-nouncer. Joined WEAF, N. Y. in 1923 and has been blurb-blowing

1923 and has been bridge over since.

For the past eight years yet mikeman has continuously had a commercial program.

### NEAR-COUP ON Powell's 'Hotel' Return Off, but Coca-Cola Maybe; Wheelock Weighs Parker

Hollywood, March 15.

Deal for Dick Powell to return to Hollywood Hotel as emcee curdled last week after negotiations had been opened by Ward Wheelock, handing the Campbell soup account for his agency. Powell said no fatly, having also under consideration at the time a possible spot with Coca Cola, latter dropping its current Song Snop idea. Discussions with Powell! started

dropping its current Song Shop idea. Discussions with Powell! started when it was decided that Jerry Cooper wouldn't be renewed. Renewals came through for Louella Parsons, Raymond Paige and Annie Jamison. but Cooper, whose option time had arrived, was not mentioned. With Powell out of the running, understood, that Wheelock may strike a deej with Frank Parker. There's also the possibility that Cooper will get together and stay for either stretch.

### Rose Marie Replaces Mary Small on NBC Sustainer

Rose Marie (she dropped the Baby last year) this week started a sustaining series of three-a-week early evening songlests on NBC. Web took her to fill spot Mary Small vacated when she quit recently in disatisfaction over not getting a sponsor.

sor.

NBC: Artists Service is trying to 10% the youthful warbler to a spon-

### PRESS AGENTS GAGGED

Can't Thread Name of Clients Into Fifth Estate Series

Fifth Estate Club, Times Square group consisting of newspapermen and press agents, starts series on WMCA, N.-Y. tonight (Wed). Weekly programs will rotate, authorities on various subjects with club members quizzing the guests on their specialties.

Rule has been made that no p. a. shall thread the names of his clients into any question asked, which go out over the ozone.

# WITHIN COUNCIL

**Washington Pretty Skeptical** About Those Promised -Not Much Changes'-Harmony Among Commissioners

### VOTES RECORDED

Washington, March 15.
Politics has riddlied the Federal
Communications Commission again
and personal feuds are very bitter,
despite the announced determination
of Chairman Frank R. McNinch to
eradicate the old abuses and put
everything in order. About the only
difference is that a new set of individuals with the inside track has
replaced the former wire-tuggers
and the Commish is split along new
lines.

Repeated reports of bitter scrap-ping have filtered from the FCC in recent weeks, while industry rep-are referring to Commander T. A. M. Craven as the de facto chairman,

M. Craven as the de facto chairman, Weekly closed-door sessions are described as either nasty scraps on time-consuming meetings where little important business is transacted. Several members have been complaining about difficulty of obtaining consideration for vital matters which have been hanging fire for weeks and months.

and months.

The new chairman, although originally regarded as the President's spokesman, has been pushed into a corner on numerous recent occasions. With the exception of one member who goes along on nearly every occasion, the Chairman virtually powerless. Most of his colleagues have some grudge and often line up against him just out of spite.

against him just out of spite.

Votes Recorded.

The dog-eat-dog condition is typified by the growing importance of record votes. While roll-calls were rartites in the old days now an increasing number of votes are being committed to paper. Ready for presentation whenever that long-threatened Congressional inquisition takes place.

presentation whenever that long threatened Congressional inquitis tion takes place.

Worst fight has centered about the policy to be followed in passing on station sales. Several attempts have been made to agree on a yardsick pen mish is south much success. Commish is south the cash worth of the physical proper one side to the other. The proposed bare -bones policy—under which purchase price would be limited to the eash worth of the physical proper erty—has been shelved lately, with McNinch currently saying there is notting, in the Communications Act which allows the Commish to passon, the amount puid for broadcasting plants.

Runiors of bitter fighting reached Capitol Hill last week, prompting industries. Rep Lawrence Connery of other round, with letters asking a gaing session, making it a complete change from the "Poetic Melodies" program has been in effect for the ast year.

Andrew Sisters move over from the exhibition clauses.

Typical of the laiset (urn of events is the handling of a still-unpublished decision) involving the close friend of a prominent Democratic Scintac, Topitics may be out, but the Commish was stiged to grant a cufistruction permit to a certain applicant because of the political tie-typs. Rest of the Commish balked and the one member who was trying to do a favor.

The edited which McNinch delivered against 'sonsored fun', seems to have expired. At least as far as the Commish balked and the one member who was trying to do a favor by have expired. At least as far as the Commish was stiged to grant a cufistruction permit to a certain applicant because of the political tie-typs. Rest of the Capitol with stories is a principal occompany of the colitics and the one member who was trying to do a favor by have ex

# INTERNAL BATTLE Advertising Agency Execs Visiting Stations Constantly Embarrassed By: 'Do You Like Our Sales Rep?'

### Resourceful Pest

An insurance peddler got the intraoffice telephone list at NBC and went calling on most of the lesser employes. Got into see many of them on the ruse there about a sustaining program. When he got face-to-face with his quarries, he revealed it was a sustaining program of long-term insurance.

# RADIO AFFECTS 'PERSECUTION' **VICTIMS**

Buffalo, March 15.

Buffalo, March 15.
Radio has played its part in getting Napoleon out of the insane, asylum. Patients no longer imitate the Little Corporal, but pick out some radio or film star or somebody prominent in the news.

Another way in which radio at feets patients is that somebody always broadcasting to them or broadcasting slanderous things about them. One patient, known in the hospital as The Radio Woman sists some evil person is always etherizing to her and it must be Buffalo, because the farther from the city she gets the fainter the reception.

She tells the doctors she's going to move to Canada to get away from it. One mental case here insisted that a local station was broadcasting his name every noon. A checkup discosed he heard it at the time of the

a local station was broadcasting his name every noon. A checkup disclosed he heard it at the time of the reading of the stock reports—his name sounded something like the name of one of the stocks.

Although many feel that they are radio and film stars (sespecially the women), a great many of the split-personality patients argue that they are Franklin D. Roosevelt.

Common bugaboo among agency time buyers whose business requires them to make out-of-town trips is the station manager who tries to draw them out on what they personally think of the station's national sales rep and his methods of operation. Agency inwardly burn at this attempt at pumping, but as a rule they either, hedge around the subject or remark that the repoutful in question impresses them as okay.

Some of the agency man the bayes have

okay.

Some of the agency men who have undergone such quizzing are of the opinion that the station operator's prime purpose is to put them in position of disclosing the rep they most favor. Broadcasters would have thein an idea of the rep they ought to hire if he wants to be sure of getting that agency's business. Agency men think the whole procedure impolitic and hope that these probing broadcasters will get hep to themselves and cut it out.

Entre nous stuff recalls an incident

it out.

Entre nous stuff recalls an incident which occurred about three years ago when an agency man while touring the Coast on business, revealed to a station man what he actually thought of the person he had representing him in New York. A couplewceks later the New York manager of the rep firm in question was out, and when he got wind of what instigated the change he went direct with his squawk to the president of the agency. Time buyer had an uncomfortable hour on the calipet and merged from the mess vowing that he would never again voice an opinion about station reps.

# SERVEL BACK AS SPONSOR OF 'TIME'

# Elliott Roosevelt, from Fort Worth, **Explains Status of Hearst Deals** And His Own Part in Arrangements

No new deals for any of the Hearst stations were closed during the past week. Various interests are negoti-

No new deals for any of the Hearst stations were closed during the past week. Various interests are negotiating for individual outlets or station groups in the Hearst ownership to prove the parties by yesterday (Tuesday) had not got around to the point of drawing up-agreements.

Elliott Roosevelt, Hearst Radio, Inc., prez, declared yesterday from Fort Worth that he was not mixed up with any group that may buy the Hearst stations and that he will have no slock interest in any of them. It had been reported that Roosevelt was slated to take a two weeks purchase option on the Hearst southwest group so that the coterie backing him could arrange for the necessary financing. His deal, it was said would include the taking over of international Radio Sales.

'Included in the present negotiating picture is group, headed by Col. Arthur O'Brien, Seattle lawyer and New Deal stalwart, which is Interested in acquiring WiRNs Harsts, New York outlet, Colonel O'Brien, who has a stock interest; in KIRO, Seattle, is said to have talked over the World Broadsaing System, about when the take over is consummated. Hearst organization yesterday wasn't thought the World Hearst of KEHE, Los Angeles,

tion.
Transfer of KEHE, Los Angeles, from Hearst to Earle C. Anthony, owner of KFI and KECA, L. A., has yet to come up in petition form before the Federal Communications Commission.

WBAL Up for Sale

Baltimore, March 15.

Group of Balto business men, none
of them identified with amusement
or publishing circles, now is dickering to buy WBAL from Hearst.
Station is a 10,000-watter on its
own wave-band from 7 am, until
9 p.m. Thereafter it synchronizes
with WJZ, N. Y. Hearst acquired the
broadcaster from the local utility
company, Consolidated Gas & Electric, in November, 1934, and moved
in and took over operation the following Feb. 1.

During the Hearst regime the station ran in the red with the excep-

During the Hearst regime the sta-tion ran in the red with the excep-tion of a six months' period last year. Current operation is at a loss. Furchase price was \$465.000, but it is un-derstood that Hearst has paid the utility only around \$150.000 of that amount to date. It known that the group seeking to buy WBAL is pegging its bid considerably below the figure Hearst bought in at. Three other local stations, WCAO, WCBM and WFRR are all indies operated by Baltimoreans and bank-rolled with local coin.

### C.LO. DEMONSTRATION **DURING WIP PROGRAM**

Philadelphia, March 15.
WIP Homemakers Club was thrown
Into some confusion last Tuesday
with a demonstration by the CIO for
Sandy Guyer, gabber who was fired
by the station a couple of months
age

About 1,500 women were gathered in the Gimbel Auditorium at a meeting of the club last week when suddenly from the balcony there were loud shouts of 'We Want Guyer' and thousands of leaflefs were scattered over the women. The shouts could be heard clearly on the air.

Confusion caused by the cries and souliming by the audience to see, where the leaflets were coming from yory disconcerting to Annabelle. Adams, new direct. of the Homemakers.

### California Probation For Pepsodent 'Career Woman'

Pepsodent starts testing a five-a-weeker, 'Career Woman,' on five Pa-cific slope NBC-red stations on March 21. Los Angeles office of Lord & 21. Los Angel Thomas placed.

In script show goes well, plans are to spread it nationally. Toothpas a big hookup with its Mickey Mouse half-hour Sunday afternoons over

### Would Class Up WINS

Col. Arthur O'Brien, the Seattle lawyer who is dicker-ing for the purchase of WINS, New York, from Hearst, has, plans of making it the class station of the town, something comparable to the New Yorker magazine.

It's his idea to specialize in It's his idea to specialize in polo matches, horse shows, yacht races and other like sports of the haut monde and phrase everything on the the-smart, holty-toity lingo associated with their social strata.

# FILM HOUSE ON **CALL FOR CBS**

Columbia Broadcasting is using the Brandt Bros.' Apollo film theatre, former burlesque house on West 428 street temporary basis for 'Hobby Lobby' program Wednes-

lease expire on the small number one house is denied by G. Stanley McAllister. Apollo agreement Report that CBS was about to let one nouse is defined by G. Stathey, McAllister, Apollo agreement meanwhile calls for use of theatre for emergencies at any time providing notice is given. House shutters films for the complete day with CBS

### CATHOLIC CEREMONIAL OKAYED BY CARDINAL

Philadelphia, March 15.
By special permish of Cardinal Dougherty, WDAS each Friday during Lent is airing 'The Stations of the Cross,' one of the oldest Lenten ceremonies in the Catholic church. It has never been broadcast before and considerable difficulty was encountered by Alex Dannenbaum, the station's next in getting the necessity.

countered by Alex Dannenoaum, the station's prez, in getting the necessary nod from the Cardinal.

Program, originating in the studio, is exactly the same each time. It has been given wide bally in churches in the diocese.

### Walter Kelsey New Frisco **Musical Director for NBC**

San Francisco, March 15.
Walter Keleey, for several years
conductor and violinist on staff, has
been named San Francisco musical
director for NBC. No local musical
director Meredith Willson
moved his headquarters to Hollywood some time are

director Meredith Wilson moved his headquarters to Hollywood some time ago.
Other conductors who continue on the local NBC staff include Josef Hornik, Harvey Peterson, Paul Martin, Ernest Gill.
Jack-Meakin's sudden resignation from NBC Company's local staff of conductors, effective last Saturday, yanks two nationwide NBC network sustainers from the air—Bughouse Rhythm: and Music by Meakin'. His resignation followed on the heels of the announcement of Walter Kelsey's appointment to the post of musical director for NBC in San Francisco. Meakin, who will conduct an orchestra at the annual Alameda County this week, is believed considering a move of hollywood. He joined the Jocal NBC staff some years ago, at a pianist, and since then, has become widely known also as a conductor, composer and arranger.

Hollywood, March 15.

Hollywood, March 15. Hollywood, March 15.
Two promotions within the ranks were made last week by Don Gilman, NBC western division chief. Walter Bunker, Jr., moves into the berth of production manager, and Marvin Young becomes assistant to John Swallow, regional program director.

Both have been production aides.

### LEO FITZPATRICK HITS 'MUSIC DESECRATION'

Detroit, March 15.
Repercussions are being awaited to Manager Leo Fitzpatrick's edict against swingin' old melodies over WJR here, issued last week after Sam Benavie's studio band had set 'Annie Lauri' to hot rhythm.

Sam Benavie's studio band had set Annie Lauri' to hot rhythm.

That Fitzpatrick meant biz was borne out later the week when plug was pulled at this end on. Tommy. Dorsey's sustaining broadcast from Springfield, O., shortly after Dorsey's boys swung into 'Coming Through the Rye! Announcer John Stinson cut in to read Fitz' order, and station subbed more refined music. Next day brought food of mail, pro and con, the favorable ones from Detroit's Scottish population which went to bat.

Fitzpatrick's edict came after Benavie's band had taken plenty of liberties with 'Anni' in swing broadcast, and order is no more swingin of traditional tunes at WAR. Ditto will apply in future to network programs aired over local station, except in cases of commercials.

Tand lots of other listeners,' explained Fitz, 'have tender recollections of the grand old ballads, and I don't want such memories disturbed by shrieking musical infidels, who like jackals must dig up every tender memory.'

Same ban was placed later in the

Same ban was placed later in the week on WGAR, Cleveland, WGAR, edict covers eleven songs, 'Comin' Through the Rye', 'Annie Laurie,'Love's Old Sweet Song,' 'Juanita,' Sweet Genevie, 'In the Gloaming,' 'I Love You Truly,' Brahm's Lullaby,' 'My Darling Nellie Gray,' Drink to Me Only With 'Thine Ryes' and 'The Last Rose of Summer.' Meanwhile, WJR here is being deluged by letters, telegrams, et al., pro and con, comical and serious.

Buffalo, March 15.

WBEN and WEBR have jumped on the ban wagon. Swinging of the sentimental songs by local orchestras has been veloced by both stations, following the lead of WJR, Detroit.
Edgar H. Twamley, WBEN director, said the ban would not be so drastic as to cut network programs off the ir (what WJR did when Tomry Dorsey started to swing Loch Lomond').

Day previous to the assessment

Commy Dorsey, started to swing Loch Lomond').

Day previous to the announcement of the WBEN-WEBR action, the radio columnist of the Evening. News had called the WIR action the height of stuffiness on the part of a radio station director. Both WBEN and WEBR are owned by the News. Attitude of WGR-WKBW here is that orchestra leaders and vocalists are students of the public taste and if they want swing, they shall have swing. WBNY announced no official action against jazzing up the ballads, but manager Jack McLean pointed out the bulk of the station's musical output is light classical rather than pop, anyway.

Philadelphia, March 15.

'Horse and buggy stuff' was Tommy Dorsey's comment on edit of Leo Fitzpatrick, Em. of WJR, eliminating swing versions of old faves from the station. Fitzpatrick cut Dorsey's band off the air Tuesday while it was swinging 'Coming Through the Rye,' with the explanation that it was 'desceration of semi-sacred ballads.'

'Desceration my eye,' Dorsey ex-

sacred ballads." Desser at the Earle here, 'We've just put those songs in a modern dress and are really bringing them back into popularity. Why songs like Loch Lomond, 'Annie Laurie' and 'Coming Through the Rye' were practically unknown by the kids until we pulled them out of camphor and set 'em to swing."

### Gathering of the Clans For Sir Harry Lauder

When Sir Barry broadcasts from BBC in London on its Empire day program today (March 16), various Scottish clan orders and societies will have clan meetings, at which time Lauder's broadcast will be heard.

were made last week by Don Oniman, NBC western division chief.
Walter Bunker, Jr., moves into the berth of production manager, and Marvin Young becomes assistant to John Swallow, regional program director.

Both have been production aides.

Dick Newton, warbler-pianist, recently with NBC in San Francisco, is now entertainment supervisor for 30 Southern California CCC camps.

### A. F. M. CONFERENCES

Phonograph and Radio Transcriptio Matters Still Pend

Representatives of the phonograph record companies: spent, yesterday morning (Tuesday) with Joe Weber, AFM prez, discussing, the legal phases of the license form which the union has submitted to the industry, Issue which received major going over had, to do with the allegedy secondary boycott provisions of the contract. Weber had been prevailed upon by the recorders to submit this point of debate to the federation's own general counsel for an opinion. Transcription phase of the license will come up again March 24 when the National Association of Broad-casters will report on what it has

the National Association of Broad-casters will report on what it has-been able to do with the non-net-work affiliates about lining up with the international union's campaign to increase musician employment in broadcasting.

### **EDUCATIONAL SHOWS** DRAW FEW SQUAWKS

Washington, March 15, Washington, March 15.
Listening public has been universally favorable to the Federallysupervised programs carried by stations cooperating with the U.S. Offriee of Education, according to information given Congress.
Encouraging audience response to
the educational broadcasts was re-

the educational broadcasts was reported to the House Appropriations Committee recently by Dr. John W. Studebaker, education director and chairman of the joint committee on educational broadcasting. Reaction was supprising, with criticisms aimed chiefly at details.

\*Last year in 12 months we received from our broadcasts 366,000 letters and I doubt whether as many as 50 of them were critical on any score, Dr. Studebaker testified. The criticisms dealt largely with produc-

score. Dr. Studenaker resumed. The criticisms dealt largely with production rather than with the writing. There were some complaints that there was too much noise, too much dramatization, or something dike that, rather than of the content or

### RIPLEY SPURNS ACT. 41 YRS. IN MAKING

Reading, Pa., March 15.
After having been set for the Bob 'Believe It' Ripley program on Sat. (12), two local musicians were cancelled when the Huskies show learned pair had made previous air appearance. They are Alvah O. Schaeffer and Elmer Addis.
For past 41 years former has been

Schaeffer and Elmer Addis.
For past AI years former has been playing his cornet on St. Pattick's Day night over the grave of a friend of his early manhood. Instrumentalizing originally resulted from a pledge at friend's deathbed.
During last eight years, Addis, one-time vaudevillan, has been doing the actual playing, since Schaeffer is partially crippled by rheumatism. Annual event is witnessed by thousands of locals who follow Schaeffer out to the graveyard.

### Gruen Show from KFWB; John L. Clark Returns

John L. Clark Returns
Hollywood, March 15.
John L. Clark, Transamerican
prexy, leff last Friday (11) for New
York after setting the Gruen watch
show and leaving Don Becker, here
to write. Ticker show is recruited
from the Warners studio and will be
known as Encore theatre.
For first 13 weeks program airs
out of KFWB over California Radio
System and is waxed for 20 sites in
the middle west and cast. After the
test period the show goes transcontinental in the flesh. Players are
drawn from the studio's stock list
and vehicles will be adaptations
from old WB releases.
Owen Crump produces.

BOWES' CAR STOLEN, FOUND

BOWES' CAR. STOLEN, FOUND
Automobile belonging to MajorBowes was stolen Sunday night (12)
and recovered without his being
aware of the theft.
Car, a custom built Chrysler, was
parked in the street overnight by
its chauffeur and found Monday
morning abandoned Brooklyn,
minus its radio.

Voeller Joins Acrogram
William H. Voeller has joined the
Acrogram Corp., Hollywood transcription makers, associate pro-

ducer.

He will be in charge of agency and advertiser contacts.

# **Suds Co-Op Show Production** Is Given Revamp

Following the initial and much be-rated broadcast of the cooperative beer program with Lou Holtz-Dick Himber-Ted Husing-Kay Thompson an emergency reorganization of pro-duction went into effect last week. United States Advertising agency of Toledo has the account. Show was set through Fred Mayer, freelance, Fred Utila directed first programs. Fred Uttal directed first program,

Martin Gosch of Columbia Broad-Martin Gosch of Columbia Broad-casting's production department was assigned by W. B. Lewis, CBS pro-gram v.p., to take over the show, Gosch also brought along writers AI Lewis and Hank Garson who have worked with him recently on the Paul Whiteman - Chesterfield pro-gram.

gram.

New production set-up worked an all-night shift over the week-end (while the rest of CBS program dept, was riding the news ticker from Hitler's Vienna). Future assignment and production policies on the co-opeer program will be worked out, Dan Seymour who handled the local. (N. Y.) commercials for Trommer's Beer stepped in Monday (14) as Lou-Holtz' straight.

Holtz' straight.

Unhappy mess of the first broadcast is credited by the trade as due to one of those 'too many cooks' situations that often beset programs with multiple sponsorship. Billy K. Wells stepped out as Holtz's personal author in disgust over the alleged mangling of his scripts.

mangling of his scripts.

Fred Mayer and Cecil, Warwick & Legler, agency for the local N. Y. sponsor, Trommer's, tried to get together with McKnight-Jordan producing combine but couldn't agree on price. Thing is still up in the air while hunt goes on.

Gosch did a quick double from Paul Whiteman show, only starting work on Holtz bit Saturday (12). He quits Whiteman show shortly to be replaced by Phil Cohan but a permanent switch to Holtz show also undecided.

It's coffee and not beer that the Lou Holtz show which clears over CBS, Monday nights, is selling in this area. The program has local brewer backing everywhere else on the co-operative hookup. After making the rounds of Seattle beer distribs without success, KIRO got a contract from Reliance Coffee through the Izzard Co. agency.

Lots of local merchandising has been tied in with the Reliance participation. Seattle, March 15

### WHITE HOUSE QUOTERS HEAR NBC TALENT

Washington, March 15.
Parade of talent for the White
House Correspondents' Association's
annual banquet—with F. D. R. as

House Correspondents Association annual banquet—with F. D. R. as guest of honor—was furnished this year by NBC and included everything from gospel singers to Big Apple experts.

Included among those who sang, danced and played for the Washington correspondents and their guests were: Joe Cook, Ben Bernie, Arthur Murray's troupe of 10 Big Applers, Edward McHugh, Gospel Singer's Zinka Milanor of Metropolitan Opera; 'Vass Family,' South Carolina Mill-Billy group; four ballet dancers' from Radio City Music Hall; Mario Cozzi, Raquel Carley, Fred Welch, Eddie Léonard: and Frances White, Blanche Ring and Joe Sodja, guitarist.

tarist.
On hand were the following NBC execs: David Sarnoff, Mark Woods, Niles Trammell, Clay Morgan, John, Royal, Frank Mason, A. A. Schechier. Wayne Randall, Frank Mullen, William Rainey, William Burke Miller, Kenneth Berkeley and John Dodge.

Hall KEMP'S COMMERCIAL

Chicago, March 15.

Hal Kemp orchestra goes on Columbia coast-to-coast for Griffin AlWhite shoe polish starting April 19.
Will be once-weekly half-hour at10 p.m. New York time. Program
originates in the east. Kemp band
now in Chi playing the Drake hotel.

Deal set through. Music Corp. of
America.

# USED CAR BALLYHOO CLICKS

## NATIONAL ADVERTISING

(1938 Versus 1937)

	Feb. 37-38
General 0.0%	- 7.0%
	-13.0
Special	-17.0
Weeklies, semi-monthlies, Sunday mag, sect ns -11.0	(2)
그렇게 마다를 들어 보는 배상을 하다면 그를 가고 주었다. 이번 영양	九年 化氢氯化氢氯
NEWSPAPERS (3)	
National Farm	-15.0
Total display 98	(2)
Classified	(2)
All newspaper advertising 9.0	(2)
가장 마다님은 사람이 그리는 아이를 느로만 하는 그리는 것이 없었다.	1998
RADIO	
CBS+21.1	+18.4
NBC-Red +11.0	+ 9.0
NBC-Red +11.0 NBC-Blue - 7	- 20
NBC + 7.1	+ 6.0
MBS+25.2	(2)
Total +14.5	(2)
2018년 17 12 12 12 12 12 12 12 12 12 12 12 12 12	

(1) Magazine data are from Publishers Information Bureau.

Data not available at this time for February, 1938.

The farm data is from PIB, all other newspaper figures from Media Records. Based on newspaper measurements in 52 leading cities.

# **Agencies—Sponsors**

National spot placements for the spring continue to belie the 'going to the dogs' reports. Biz is off, no doubt mer' and a long one, But the indications have gleams of optimism.

Griffin All-White (shoe polish) Halk Kemp's orchestra, is placing sixtuek I benin: wax missicals on stations in areas not covered by Columbia hook-up. Bermingham, Castleman & Pierce agency is buying; already a flock of southern stations are pacted, mid-Atlantic states and midwest are now being lined up.

U. S. Tires (Ben Bernie), is also supplementing its web show with a wax musical campaign in non-web areas. Series of 13 five-min. et., and the order, through 'Campbell-Ewald, Same agency is renewing, for 'Chevrolet, the campaign of 'Musical Moments' transcriptions, and adding more stations.

Nehl Bottling, which inaugurated its first web program on Friday (11) on NBC-red, is also spending, heavily in the south, on local programs. These are sports' reviews. James A. Greene, Atlanta, is the agency.

Feenamint's national spot ride expires in April, but its renewals are—at the moment—expected through the summer. Placed by William Esty. Account is now enlarging its spot scope on the Pacific slope over all past proportions.

Two Texas Co. chieftains return from a coast-to-coast look-see this week after having conclaved with fuel firm's distributors in all areas Quarter-hour waxes will probably start nation-wide by early summer. One hitch now holding up campaign is that, it understood, Texas Co. wants the stations to accept the bix on local rates. This old check-mate situation will have to be ironed out. Sponsor's stand is that the distribs will be plugged and that the many merchandising hook-ims are all locally flavored.

Seed and nursery accounts, which haven't been as active as formerly for this time of the late winter, commenced stirring over the weekend servers and methods are all assets.

Rumford Baking Powder is return from the condition of the proper the work and methods are all assets.

menced stirring over the weekend.

Rumford Baking Powder is return-ing to the spot field for the first time in several years with campaign of five quarter-hour programs a

Best Foods, Inc. is lining up an an-nouncement campaign through Bcu-ton & Bowles.

Cincinnati New Business:
Climax Wall Paper Cleaner, 20
spot announcements, on WCKY,
through Roger Williams Co., Cleve-

Innd.

National Used Car Exchange, through Geyer, Cornell & Newell, Inc., N. Y. C., 18 s.a. on WCKY.

Rays Laundry, Covington, Ky., 100 five-minute et. programs on WCKY.

Fanger & Hampe, Inc., Cincy (Conformal shoes), 300 s.a. on WCKY.

Committee has refused to enter-tain any of the ideas of Edgar Felix, field intensity engineer, who has very strong theories that the age stories and methods are all

askew.
Felix in order to gain further acceptance for his ideas is starting a monthly bulletin digesting some of his findings. This bulletin, he will sell at a very nominal price unlike his full service for which agencies our \$500.

### Sealtest's 5:15 Show

Climax Wall Paper Cleaner, 20 pot announcements, on WCKY, through Roger Williams Co., Cleve-land.

National Used Car Exchange, through Geyer, Cornell & Newelling, N. Y. C., 18 sa. on WCKY.

Mays Laundry, Covington, Ky., 100.

Ne-minute et. programs on WCKY.
Ne-minute et. programs on WCKY.

Yenger & Rampe, Inc., Cincy Clonformal shoes), 300 ss. on WCKY.

Precter & Gamble Co., through (Continued on page 37)

Scaltest's 5:15 Show

Scaltest

# 200,000 SALES EASE BOTTLENECK

Detroit More Optimistic Spring Season Is Ad--Figures Good vanced but Must Re Correlated to Total Problem

### RADIO FUTURE

Detroit, March 15.
Subject to realistic interpretation, and correlation to the total automotive sales problem first returns on last week's national Used Car exchange week are encouraging. A cheerful note now prevails in Detroit, This may have its due effect on radio sponsorship in near auture.

on radio sponsorship in near future.

Tentative estimates are that some 200,000 used cars were sold during the special push last week which as 1,250,000 of national advertising and an unknown amount of local advertising behind it. Sales are described as about 100% better than the same week a year-ago and having the following advantages:

(a) Depletion of about 25% of the on hand stock of used cars.

(b) Advancement of the usual spring season by about one month making things look better for new models.

### The Divvy

models.

The Divvy

Of the 200,000 cars estimated as sold Ford will account for 60,000, Chrysler for 50,000 and General Motors for 75,000. Possibly 80,000 of the total number of transactions were on a cash basis, it is guessed, with no older car taken in exchange. In scores of communities huge bonfres destroyed from 100 to 200 Junkpiles. Each dealer kicked in with one rattle-trap of little value save for scrap metal.

Average used car value reported between \$250 and \$275 for cash.

Used cars are the bottleneck of auto sales, Breaking the jam should help biz. Of the \$1,250,000 national budget newspapers got the big slice, \$800,000.

Studebaker motors is feeling its way back with a compaign being spotted around the key towns in be-half of used Roche, Williams & Cunnyngham (Chicago) is the

Last Studebaker radio expenditure was for the Richard Himber program over NBC-red last winter.

### **CHARLES GILCHREST** OFF CHI DAILY NEWS

Chicago, March 15.
Charles Glichrest is off the Chicago, Dally News as radio editor, after 14 years with the paper. He is resigning radio columning to devote himself to commercial writing for radio. Glichrest at one time did a daily syndicated radio column for the Blackett-Sample-Hummert features subsidiary. He has also done several scripts for The Court of Missing Heirs' for Skelly Oil, and other shows for Lord & Thomas, Schwimmer & Scott, Ruthrauff & Ryan and other agencies.
Understood Daily News plans no replacement as radio columnist, but will attempt to run merely program listings for the time being. Difficulty between the paper and Glichrest was a disagreement the amount of space to be devoted to radio.

### Edgar Guest Show to CBS

Edgar Guest Show to CBS
Chicago, March 15.
After a long gallop on the NBC
wires the It Can Be Done, program
for Household Finance shifts to Columbi starting April 20,
Edgar A. Guest show also changes
to a Wednesday nighter, riding out
of. Chicago across country at 9:31
p.m. central time. Local office of
Batten. Barton, Durstine & Osborn
made the arrangements.

# 'Free Breakfast' Offered Chi Actors As Cuffo Come-On by WAAF, Chi

### Poor Timing

Hollywood, March 15,
Two characters were killed
off last week in Pond's serial,
Those We Love."
Their contracts had three
weeks to go, so agency is stuck
for the payoff.

# Hollywood Not. And Won't Be. Radio Dominant'

San Francisco, March 15.
Belief that Hollywood will never become 'the' radio center of the world, or even of the United States, was expressed by NBC's vice-prexy, Don E. Gilman, in charge of the web's Western Division, during, an address at a Commercial Club lunch-eon here last Thursday. In the talk, which was aired over KGO, Gilman also declared NBC's spot in the San Francisco, radio sun would continue to be a large one, in spite of necessary adjustment between the local and Hollywood staffs, because of the chain's large investment and two transmitters here.

'Should Hollywood ever become the greatest radio center in the world, I honestly believe such a position would be exceedingly unfortunate, Gilman told his listeners. Radio is successful because it comes, Transcriptions when pick-ups are made from various sections of the world.

'I doubt that Hollywood will ever become the point from which most

from various sections of the world.

"I doubt that Hollywood will everbecome the point from which most
programs will emanate. Talent cannot be centered in one place. Most
of the outstanding talent which we
have on the air today was born in
the small centers. There have been
very few great stars born. New
York, although they may have made
their reputations there."

### Frisco's Status

In a discussion of the comparative importance of NBC's activities in San Francisco and Hollywood, Gilman declared, 'In Hollywood we are now building one of the finest production plants. America. We are also revising our plan to build new studios in San Francisco, As we increase our production in Hollywood we are transferring people from San Francisco to the south, We now have nearly 200 on our payroll in San Francisco compared with around 110 in Hollywood. When the new building down south is completed the staffs will be more nearly equalized. Most of the administrative and creative staffs will be in Hollywood. San Francisco will have an usually large technical staff, due to the presence of our two transmitters (KPO and KGO) here.'

(KPO and KGO) here:

NBC v.p. told his hearers that
New York and Chicago had lost
more programs thun had San Francisco
because of the growth of
Hollywood as a production center.
He referred to 'One Man's Family,
one of the few local shows that had
moved south, and stated that in all
likelihood the program will originate
here again, from time to time, and
that, it will retain its San Francisco
locale despile its present Hollywood
origination.

Why in Hollywood

### Why in Hollywood

Why in Hollywood
Commenting on the trend toward
Hollywood, Gilman stated, 'We are
not in Hollywood to set stars.' We
were compelled to enlarge our activities there because the films want
radi talent. They feel that stars
already familiar to the whole country through the microphone are
guaranteed box office material.'

Lee Wiley warbling from Don Lee

Chicago, March 15.

Chicago, March 15.
There's a vaude house in town, the Stratford, that's giving variety acts a free dinner for appenrances at a preview every other Tucsday. But this is going to be topped by the Drovers Journal station here, WAAF, which is now setting up a breakfast club' idea and trying to get acts to come up at 7 a.m. for, appearances for the mike, with the payoff to be gratis orange juice, bacon and eggs and coffee.

Station is not being bashful about its idea either, but is trying to sell

Station is not being bashful about its idea either, but is trying to self the agents on the scheme by insisting that it will be 'marvelous publicity' for the acts, Not only has the station made such a proposition to the vaude agents here, but has actually gotten up a list of the acts that it would prefer.

that it would prefer.

With a theatre offering free dinner, a station a free breakfast; the
other thing that's now lacking to
make it three squares a day is for
some joint to propose gratis entertainment for free lunch.

# LANGHAMITES **VOTE TO STAY** AS IS

Foll of the membership of the WABC, N. Y. (CBS) chapter of the American Guild of Radio Announcers and Producers on whether to affiliate with other labor groups resulted in a unanimous vote to preserve the status quo. Questions the unit considered were whether to remain independent as heretofore or to affiliate with the American Mederation of Radio Artists (A.F. of L.) or to join the American Communications Assn. (CIO). Same questions have been put to the national membership. Result of the inational poli will be announced when all returns are in. So far 18 chapters have sent in their results, and 10 remain to be heard from, but none will be announced until all votes are in.

There are 15 announcers, 15 pro-

nounced until all votes are in.

There are 15 announcers, 15 production men and 18 sound effects men in the WABC unit of AGRAP, which has a contract calling for a closed shop in those fields. Present agreement allows any point to be reoperation of the contract, excepting, only the clauses dealing with the closed shop and arbitration. All disputes must be submitted to arbitration. Amouncers' contract runs for five years, the sound engineers' for two.

two.

Roy Langham, spokesman for WABC's AGRAP unit stated that while the unanimity of the vote might have been surprising, the actual result was not since a National Labor Relations Board case is pending which may have a wide influence on collective bargaining in radio.

on callective bargaining in radio.

Scattle, March 15.

Announcers, talent and writers, representing every local station, but one held a roundtable meeting in the Olympic hotel Monday afternoon to discuss formation of a chapter of the Armeran Federation of Radio Artists. This meeting was held to assign different department reps to contact the other employes of the stations and line up membership and call them together for final formation of the focal charter on the arrival here from the south of Vi Connors, AFE, organizer for the AFRA due here today (March 15). It was reported that a sufficient number of local charter as the sized for the unit, to be formed and it was only matter of scaling the signed applications to headquarters following Connors, meeting scheduled for this week.

# Germany's Radio Loud Speakers Inside Columns Used for Paid Advertising

Washington, March 15. Combination of educational po tentialities of radio and commercial advertising is being tried out in a new way by Germany,

Network of 6,000 outdoor loud-speakers will be established in important Nazi cities over the next six years. Commerce Department hears, to make sure that official propaganda and other programs reach the maximum audience. Horns will be mounted on tall hexagonal columns with the six sides being rented out for posters and billboard advertis

Smaller chain of speakers, with out the advertising space, planned for the lesser municipalities.

# FISCAL DATA DEMAND ON **STATIONS**

Washington, March 15 Country-wide search for economic data, which will mean headaches for every member of the broadcasting industry, being mapped by the Federal Communications Commis-

sion.

In accordance with the recommendations of Commissioner T. A. M. Graven and as preliminary to promulgation of uniform cost-accounting rules, the FCC is reported readying to quiz every licensee about his finances. Questionnaires will go out soon to every station in the country, it is understood. Host of facts will be required.

The accounting department, which has had little education about radio and is concerned chiefly with telephone and telegraph finances, has tarted digging into what few statistics about radio are on tap. Financial statements required with renwal applications are being ogled,

naucial statements required with renewal applications are being goled, but the Commish will want to know a good deal more than is on file.

Creation of an economic section is in the wind, but little has been done so far to set up, a staff exclusively assigned to digest the financial facts of the broadcasting business.

### WAAW, OMAHA, REVAMPED

Frank Shopen and Walter Meyers Now Co-Managers

Omaha, March 15.

Management at radio station WAAW underwent complete revision last week. Changes began at top where board of directors of Omaha Grain Exchange, owning body, appointed committee of three to supervise operation of station. Committee consists of John Buchanan, chairman; Frank Bell and Joe Wright, all members of the board, J. H. Wenver, breident of Grain Exchange, and F. P. Majchester, scectary, are members of committee ex officio. Omaha, March 15. ex officio.

Committee has appointed Frank Shopen and Walter Meyer: co-managers, Shopen will handle com-mercial end programs and produc-tion; Meyers will supervise technical side, Meyers has been with station 13 years in technical and announcing capacities. Shopen has been member of technical and announcing staff two and half years.

Past couple of months station has operated under direction of Bill Bailey in post of assistant manager; He has departed for Chicago tecney.

He has departed for Chreago igency. Dunie Gaither rémains in charge, publicity but will also devote some time to announcing and pro-duction. Elsa Easterly leaves, più licity and promotion department.

### The Blue and the Gray

Personnel department of NBC reveals that 40% of the net-work's staff employees in N. Y. Shail from below the Mason and Dixon Line. List is complete, including page boys.

Augle is that twice as many applications for all sorts of jobs come from Southerners.

### British Would Be Obliged If Arabic Dialects Were Standardized for Radio

propaganda newscasts Arabic from Daventry, inaugurated last month to counteract the Bari (Italy) anti-British daily outbursts. Language difficulties incidentally are a source of headaches to the Misr Film people who want to serve the markets of India, Syria, Afghan-istan, etc.

### 'HOWIE WING' WAXERS PLACED IN CANADA

Kellogg has placed its 'Howie Wing' wax kid-appeal serial over 11 Canadian stations to augment the 'Wing' campaign currently being laid out over U. S. broadcasters' cross-

country.

On the Dominion list are CFRB,
Toronto; CJRC, Winnipeg; CJRM,
Regina; CNCN, Calgary; CBO, Ottawa; CFCF, Montreal; CFCO, Chatham; CJOR, Vancouver; CJCA, Edmonton; CHSJ, St. John; CHNS,
Halifax, Canadian campaign, unlike
that being spread in the U. S., is
confined to key cities.

### Maple Leaf Gas Sponsors Show on 3-Station Loop Calgary, March 15.

Calgary, March 15.

Maple Leaf Petroleum, conjunction with the United Farmers' Assn., sponsoring Sunday program over a special three-station hookup fed by CFAC here.
Program serially dramatizes the history of Alberta, is labeled old primer, and scripts are by Della Poss. All sound effects are recorded on instantaneous discs during rehearsals for smoother cuing on the ozone. Other stations carrying show are CJCA, Edmonton, and CJCC, Lethbridge.

### SERIES OF TRADE TALKS

Patricia Gordon, Bob Barrett, Henry Klein, Clint Ferris, Dick Marvin

Chicago, March 15. Chicago, March 19.
Six radio advertising excess are scheduled to speak a piece before the classes being conducted by the Chicago Federated Advertising Club under the chairmanship of Maryin Harms of Young & Rubicam.

Leading off the parade is Patricia Gordon, president of the Princess Pat cosmetic firm, who will discuss dio as an advertising medium.

dio as an advertusing measure.

Will' be followed on March 24 by
R. J. Barrett, Jr., head of the WOR.
Chicago sales office. Barrett will
discuss the problems of blying radio
advertising as to checking facilities,
data service, coverage, problem of data service, coverage, problem of time and choice of station. Week after, Henry Klein, radio chief of Batten, Barton, Durstine & Osborn agency, will outline the building of a radio plan and program, taking both program and commercial needs into consideration.

program and consideration.
On April 7 (Lint Ferris, v.p. of Blackett - Sample - Hummert agency will spiel on the merchandizing of radio as to sales and dealer tiesupon contests, prizes, etc. Richard Cairo, Feb. 23.
Reportedly inspired by the British Government acting in the capacity of 'friendly Ally' movement on foot here (very unofficial) to standard the the spoken Arabic language. Medium is the radio.

Although Arabic is identical as written in all Arabic speaking lands, written in all Arabic speaking lands, written in all Arabic speaking lands, it is spoken in countless different flowers on the 'advertising agency in radio,' taking into consideration and the speaker yet to be set to tell the club club washing themselves understood in Egypt, and Upper Egyptians speak a language different from that of the Lower Egyptians speak a language different from that of the Lower Egyptians and Lover Egyptians and Lover

# ON CBC 'CIVIL' **STATUS**

Montreal, March 15.
Canadian Broadcasting Corp. has filed an appeal with the Superior. Court claiming exemption from the municipal 2% sales tax following a summons from the Recorder's Court that the CEC appear on a charge of failing to pay a tax of \$40 on a piano. It's another test of the status of the CBC, latter claiming that it is the agent of the Crown and that the court has no jurisdiction to summon either the Crown or the government to court. Montreal, March 15.

government to court.

Action was taken by the city in

government to court.

Action was taken by the city in connection with a plano bought by the CBC for \$2,000 for use in a local, studio for broadcasting purposes. City claimed the usual 2% tax which the Corporation refuses to pay on the plea that any such tax would have to be paid from the consolidated revenue of Canada and that since the operations of the CBC constitute a governmental function any property used in that respect is not subject to any provincial or municipal taxation. Claim is the law is unconstitutional if legislating

# Can't Criticize England?

### Canadian Parliament Member Speaks of 'Admirable Reticence' and Deplores Winnipeg Editor's Candor

managers. Shopen will funder commercial end programs and production. Meyers will supervise technical side. Meyers has been with station 13 years in technical and announcing capacities. Shopen has been member of technical and announcing start two and, half years.

Past couple of months station has operated under direction of Billi Bailey in post of assistant manager. He has departed for Chicago rection, with British Government. Bellowed the remains in charge. Durane Gaither remains in charge. Durane Gaither remains in charge. Some time to announcing and producing. In the residual to the control of the canding form the station of the canding form the services of the Canding from the canding form the first pear to the canding form the canding form the first pear to the canding form the canding for

# **Holland Stations May Go Commercial**

So States Edward Startz, Now in New York to Study American Broadcast Advertising

### Martinez-Gil Brothers Touring Chile, Peru Martinez-Cil Bros., having com-pleted 10 weeks on Radio Belgrano, Buenos Aires, exit this week.

menos Aires, ext inis week.

Mexican Freres, formely, heard on
NBC in New York, will quit Argen-tine for radio and theatre dates in
Chile and Peru which are now be-ing worked out.

## Pacific Coast Notes

Johnny O'Brien and his Har Hi Hats, with warbler Lora To Hi Hats, with warbler Lora Tringali, of the NBC San Francisco staff, have been booked for a series of nightly appearances at Hotel Sir Francis

Baseball writer Eddie Garrigan of the San Francisco Call-Bulletin do-ing a Sunday night sports show on KGGC.

Radio editor Merb Caen of the San Francisco. Chronicle, and manager Glenn Dolberg of NBC's San Fran-cisco program department are among judges for a 'Baby Snooks' contest being conducted locally by Metro, the Chronicle and the Warfield

Scott Weakley of KROW, Oakland, recently aired his 500th session in his daily noon series, Claims he's quizzed 10,000 people, spieled more than 500,000 words.

J. Edwin Wyman scripting a new drama series, 'The Soldier of Miss Fortune,' which debuted over KFRC, San Francisco, Saturday (26). Ruth Anderson has title role. Phil Stearns, Raymond Northcutt, Michelle Eliot, author Wyman, Alice Hult and Max West also in cast. Cyril Wood producing.

Maury Amsterdam optioned for nother stretch as writer on Metro's Good News.

Burns and Allen passed their sixth year on the Dates back to Gracie's guest spot with Eddie Can-tor in 1932.

John L. Clark, Transamerican prexy, got in from the east just in time to get a good wetting.

Florence Baker, eastern dramatic air player, landed two spots day she arrived in L. A.

Lawrence Tibbelt and Helen Jep-son do the houors for Lux March 28.

Hollywood interest in Met opera finals on the air with John Carter and Felix Knight in the running.

John Neshitt finally signed that Union Oil contract for the program to replace 'Thrills.'

Raiph 'Doc' Power convoying Australian, Persian and Canadian radio nabobs around Hollywood.

Kelty Anthony won the decision over Malta fever and is back at his KFI-KECA desk.

Amery Eckley and Wilt Gunzendorfer formed an agency partner-ship to handle talent for radio.

'The Marines Tell it to You' goes national Mutual after Coast run, with Seven-Up soft drink outfit bankrolling.

Hal Styles set for another 26 weeks on KHJ (Los Angeles) with his 'Help Thy Neighbor' job-finding pro-gram. Claims he put 4,000 to work

### By ALBERT SCHARPER, IR.

By ALBERT SCHARPER, JR.

Edward Startz, from PCJ and PHI, the pair of powerful Dutch stations, Is in New York ogling American proceedings of the U.S. which purpose of his trip to the U.S. which is ostensibly goodwill, is the fact the stations plan to go commercial. At present there are no commercial stations in Holland. It is asserted that the Dutch government would place, no barriers before the proposal. PCJ and PHI are 60,000-wast shortiwavers located at Hilversum, just outside Amsterdam. They are operated by Philips, big radio equipment manufacturing company. Owner at present does not plug its products, and only ballyhoo is the value of firm's frequent name mention.

According to Startz, small firms Holland would not budgef advertising expenditures on the radio. Two short-wavers would aim at the world and produce big shows for large Dutch outfils. It is understood some have already been contacted on such a proposal, notably the Holland tulip bulb industry, the Royal Dutch Air-lines, the tourist travel bureau and, of course, Philips would participate. Latter does not peddle its products in the U. S. because of a deal with RCA and General Electric, sells other countries, however.

PCJ beams its programs toward the Western Hemisphere and the sister station directs its broadcasts; to the Eastern.

There are, aside from the two powerful shortwavers, only two long-wave broadcasters in Holland. Both

the Eastern.
There are, aside from the two
powerful shortwavers, only two longwave broadcasters in Holland. Both
are small, one owned by Philips and
the other by the government. Do
will be unaffected by the shortwavers going commercial, both continuing on their present status.

### Belgrano Ups to 120,000 Watts in June: Deal On With WOR, New York

With WOR, New York

Having added stations to its chain, Radio, Belgrano (LR3), originating station of Primera Cadena Argentine de Broadcasting will up its power on June 1 to 120,000 watts from 50,000. Full power will be used over broadcasting day of 17 and one-half hours, making it the most powerful on S. A. continent. Upping is partly a maneuver to offset short wavings of Columbia and National Broadcasting programs as well as improvement of commercial status. New equipment was bought in Germany by Jaine Yankelevich, owner.

Additions to the net find 11 stations now listed exclusive of two short wavers, CXA8 and CXA6, which are in Montevideo, Uruguay, Rest of lineup consists of stations LU6, LU7, LU7, LU3, LV10, LV11, LV12, LT11, LT7, LT9 and LR3. Both moves are construed as political and designed to fit in with future relations with U. S. radio interests now seeking entry.

Belgrano is currently trying to work out a pickup arrangement with WOR, New York, Geographical location of Buenos Aires being two hours further east of New York holding up deal for pickup of noncommercial shows from down under At first reported a reciprocal deal it actually calls for WOR on receiving end only. Argentine government has a mix against importations via short wave.

Although Mutual made overtures to Belgrano it is also understood that now Radio. El Mundox (LRIO, also wards to come into the picture and possibly squeeze out Belgrano.

### **P&G TRANSCRIPTIONS** ON FIVE EUROPEANS

Procter & Gamble, on behalf of its hairwash product, Drene, is plac-ing a series of Morton Downey transcriptions on five European

Oroaceasters.

Quintet are the commercial stations located in Luxemburg, Lichtenstein, Paris, Lyons and Toulouse.

New appointments at CJOR. Van-couver: Dick Diespecker to program director post, Leo Trainor to chief announcer. Geoff Davis to traffic chief and Stan Catton to assistant program plotter.

# DALLAS-BUILT **SHOW EXTENDS**

Dallas, March 15.

Dr. Pepper Beverage has renewed Sunday afternoon series over Dixie network for another year, effective April I, Addition of New Orleans, Winston-Salem and Raleigh stations to chain makes total of 27 stations, including many NBC affiliates and some independent stations throughout Southland, Originates throughout WFAA in Dallas.

During the three years the show has been on the air, the performances have been staged before public audience in Crystal Ballroom of Baker Hotel, a policy that will be faker Hotel, a policy that will be

continued.

Recent shake-up in production of show, however, has brought about elimination of comedy and release of several members of cast. Karl Lambertz is new musical head, succeeding Alex Keese. Jimmie Jeffries remains as emcee and Roy Cowan sticks as commercial spieler.

Ludi Maisen off show. J. P. Scogniss and Ivan Wayne remain as yocal soloists for strictly musical program. Guests chiefly recruited from Dallas Guests chiefly recruited from Dallas

Guests chiefly recruited from I show biz, are heard each week.

### **DEALER MAKES TIE-IN** WITH NEHI INAUGURAL

Norfolk's Royal Crown (Nehi) dealer, T. C. Clarke, made the most of the initial broadcast of his firm WTAR and the NBC system. Friday (1). He hired a hall and invited several hundred to hear the first outburst of the half-hour setto at the toast to Rôyal Crown was drunk by the audience. Norfolk, March 15,

# Gene Thomas Is Sales Mgr.

Under Frank Braucher Gene Thomas has been named sales manager of WOR, N. Y. First time that title has been bestowed since Walter Neff quit to open an agency with Bill Rogow two-and-belt years agen.

agency with Bill nogonhalf years ago.
Frank Braucher is the technical top in the station's commercial department, with label of v.p. in

### Ben Rocke Laid Up

Ben Rocke is confined incommuni-Ben Rocke is confined incommuni-cado in his home under doctors' or-ders after collapsing from a heart attack at the Columbia Playhouse No. 1, in N. X. It is unlikely the indie program producer will be back at his office for at least a month. Meanwhile, work on the new idea Rocke was whipping up. Band of the Week, has been delayed indefi-nitely. Program was proposed for

nitely. Program was proposed for co-op sponsorship over Mutual web

### Jack Hanssen Upped

Jack Hanssen Upped
Lincoln, March 15.
Jack Hanssen, who came to KFABKFOR here two years ago and was
assigned special events, was moved
into the post of KFOR program dirrector this week. He replaces John
Shafer, who turned in his ticket and
will go (18) to "WKY, Oklahoma
City, as sports and special eventer.
This completes the broom work of
the studios which has been going on
irea a charge in management, Jan. 1.
Jiggs Miller was brought over
from KFEQ, St. Joseph, Mo., to ste
eare of KFAB, when Lyle DeMoss
left for WOW, Omaha.

WGK's Mystery Lady
Buffalo, March 15,
WGR has a femme voice of experience so shrouded in mystery that
even the sponsor, Shaprow Electrical
Appliance Stores, isn't supposed to
know her true identity. Program,
which made its debut yesterday (14),
is billed as Your Personal AdvisorJulia Ross. Account, okayed the
show, after audition, without
meeting the
Program is on a month.

Program is on a morning schedule three times a week.

Seville, WBAX, Injured Wilkes-Barre, Pa., March 15.—Hallie A. Seville, manager of WBAX, was severely injured in an auto crash on Pulaski Skyway at Jersey City.
Seville suffered fractured ribs and head head the

head lacerations,

### Classical Grouch

Washington, March 15.
Grumpy citizens who must arise between six and seven ayem respond to classical music, according to WJSV's 'Crack of Dawn', announcer, Warren Sweeny. New broadcast brought flood of requests for classical and semi-classical tunes.

Proving that hangovers and insomnia can be soothed by high-brow stuff, in the early morning.

morning.

### DISTRICT 16 PREFERENCE

Hoover, Hurley, Aylesworth, Mc-Donald Named for Paid Prez

Hollywood, March 15.
District 16 of the National Association of Broadcasters has expressed its choices for the paid president job of the trade group. Delegates, from California, Arizona and Nevada voted for these names:

1. Herbert Hoover:

2. Pat Hurley.

3. M. H. Ayleswooth.

4. Stuart McDonald.

### McFarlane of Texas Urges 10% Levy—Others Frown appeals from the group which has been leaving bricks at radio. on Restrictive Effects of Such Imposts-No Clear Intimation of Administration Policy

Washington, March 15. Washington, March 15.
President Roosevelt last week or dered a study into the feasibility of taxing broadcasting stations as the House of Representatives turned down an initial proposal to soak the business 10% of its gross income. Probe of several ideas will be undertaken as quickly as possible by the Federal Communications Commission under White House orders. President made known his desire to have a detailed report to Chairman Frank R. McKlinch at a conference which also dealt' with international broadcasting.

ord as opposed to a wattage levy. McNinch did not indicate after his talk with the President what procedure will be followed or whether the Chief Executive has any social slants on the topic. Likewise uncertain if the President wants only a fee which will produce the cost of regulating radio or desires a fat revenue-producer. producer.

STUDY TAX METHOD FOR RADIO BIZ;

TREAT PROPOSALS WITH SKEPTICISM

Pederal Communications Commission under White House orders. President made known his desire to have a detailed report to Chairman Frank, McNinch at a conference which also dealt with international broadcasting.

While he put the Commish on recWhile he put the Commish on rec-

Long-threatened mov by Rep. William D. Long-threatened move was made by Rep. William D. McFarlane, Texas, Democrat, near the wind-ung of discussion about the Administration's tax revision bill. Despite advance warnings and preliminary lobbying, the supporters of the proposal were able to rally only. fraction of the members, Idea was killed by a standing vote of 60 to 30.

by a standing vote of 60 to 30.
\$14,000,000 a Year
Tax, which McFarlan pointed out
would bring the government \$14,000,
000 to \$15,000,000 on the basis of
1937 time sales, was offered with the
argument that it would protect
small-town newspapers against costly
competition besides bringing the
federal treasury a slice of the profits
made through use of a public
(Continued on page 38)

# 

is not content with influencing the buyer to buy.

By its merchandising to the Retailer ... cultivation of DEALER SUPPORT W LW also influences the seller to sell.

That is why WLW-advertised products get front-line display at the point-of-sale.

That is also why so many smart advertisers use

# WLW-THE NATION'S STATION

CINCINNAT

# **Appeals Court Judges Appear Shocked** At Hearing How F.C.C. Made Decisions

VARIETY

Washington, March 15.

Strong hint that the District of Columbia Court of Appeals will lay down the law to the Federal Communications Commission was seen last week in observations from the bench during arguments on the WOAI appeal from decision allowing new daytime competitor at Greenville, Tex.

With Commish procedure the chiefissic-for-the-second-fime in the past few months, Chief Justice L. Lawrence Groner frowned sternly when informed of the way the regulatory body makes up its mind what is and is not 'in the public interest.' Like the recent St. Louis case, the present informed of the way the regulatory body makes up its mind what is and is not 'in the public interest.' Like the recent St. Louis case, the present informed or the way the regulatory body makes up its mind what is and conclusions and then thinking up official reasons afterward. Controversy between Louis G. Caldwell, representing the San Anonio protestant, and Fannie Neyman, FCC mouthpleee, brought from Chief Justice Groner an apology for court's past failures to dictate adequate rules of procedure for the airwave regulators. Several jurists seemed stunned to hear again that the Commish until recently followed practice, of announcing decisions weeks before they adopted statements of fact upon which the decisions are based. Also appeared unfavorably impressed with Caldwell's statement that parties often were not able to obtain copies of the formal opinions until the effective date of the Gesion had been reached.

The Court also indicated, through the Chief Justice, strong disapproval of the way the Commish keeps important papers out of public gaze. Presiding member of the appellate body frowned on the practice of considering confidential memoranda from attorneys and engineers without making them public.

Court discussion of when and how Commish, publishes decisions was pointless, except for the effect in the Texas situation, since the machinery has been overhauled in the members reached the particular conclusions.

### Poole Robertson at KRBC

Abilene, Tex., March 15.
Poole Robertson new commercial chief at KRBC.

Replaced Howard Barrett, now managing KBST, Big Spring.

### Snyder Succeeds Allen At J. Stirling Getchell

C. A. Snyder upped to post of radio director at the J. Stirling Get-chell agency. Has been assistant ac-

nell agency. Has been assistant ac-ountant exec on Socony-Vacuum, tem on the agency's list. George Allen last week quit the pot Snyder is filling. Former plans by go into program producing biz on

### WHBF Mute After Fire

Rock Island, March 15.
WHBF was off the air for 25
hours last week, result of a fire in
the studio atop. Harms hotel which
destroyed much of the equipment.
No injuries. Bill Gallien, engineer,
on duty at time flames licked up,
stayed in a smoke-filled room till the
last minute notifying hotel people
of the blaze.

Station had new equipment rushed
from Cedar Rapids, Iowa, and it was
put up in the club house of gol
club. Whole staff did a 15-hour
stretch in getting WHBF back on the
cone. Loss of equipment is estimated at \$10,000. Rock Island, March 15.

Cincinnati, March 15.

Fibber McGee and Molly program of the S. C. Johnson Co., blurbing floor wax on the NBC red net and moving from a Monday to a Tuesday night spot this week, will be carried here by WSAI instead of WLW for two weeks.

Time clearance will the return of the state of the st

two weeks.

Time clearance will then permit return of the half-hour weekly show to WLW.

### HAFFEY JOINS WCOL

Columbus, March 15.
Tom Haffey added to announcing staff at WCOL, replacing George Mackey, Comes here after work at WGRC, Louisville; WEW, St. Louis, and WDAS, Philadelphia.
Gene Kent has left WCOL continuity staff.

### Lyda Roberti Substitution

Milton Berle will be on the Jack Oakie show, March 22, originating in Hollywood.

Lyda Roberti, who died last week was originally scheduled for the broadcast.

### SUES CITY OF CAMDEN

Former Lessee of WCAM Wants \$6,153 for Equipment, Etc.

Camden, N. J., March 15.
Suit to recover an amount of solists from the City of Camden, under the terms of a contract for the management and operation of radio station WCAM, municipally-owned outlet that shares time with two other stations, has been filed by Jacob L. Furer, of the Broadcast Advertising Co. Latter's agreement to conduct WCAM expired Feb. 1, and a city commission has been overa city commission has been over-seeing the station's affairs since that

seeing the station's aftairs since that date.

Amount named by Furer is the product of three different claims. First-amounts-to-\$2,855.97, which is the cost of equipment the Broadcast Advertising Co. purchased and installed between April, 1932, and Jan. 31, 1938. Installations were made upon orders of the Federal Communications Commission, and the city's agreement, it is chaimed, contained a proviso that the company was to be reimbursed for such expenditures.

Second figure, \$300, is made up of lawyer's fees growing out of a de-

lawyer's fees growing out of a de-fense presented before the Federal Communications Commission in con-Communications Commission in connection with a claim brought by a Philadelphia station. Cost of lawyers' services were not considered by the city, Furer charged, in spite of a contract clause making the city responsible.

Third element of the total claim consists of damages, to the amount of \$3,000, which the company demands as the amount of losses it incurred because city failed to pay the Broadcast Advertising Co, what it allegedly was entitled to.

it allegedly was entitled to

### Judy Dell Joins Crosley

Judy Dell Joins Crosley
Cincinnati, March 15.
Judy Dell, hillbilly singer, lately
of WGAR, Cleveland, joined the
Crosley talent staff Monday (14). She
has been spotted with the Drifting
Ploneers, heard on WLW and WSAI.
Bob Arthur, announcer, is another
new addition to the combo staff. He
formerly was with a station in upstate Ohio.
The Modernaires, male vocal foursome, on both stations for the past 10

some, on both stations for the past 10 months, took departure Saturday (12). They returned to New York.

### King's Cowheve Back to WIP

Philadelphia, March 15. Charley King and His Cowboys ack on WIP here after absence of two years on cross-country vaude

Gang includes Tommy Koone, Leonard Hyde, Ray Snyder and Morris Feldman.

# Inside Stuff—Radio

General public will be given opportunity to offer personal criticism of radio programs through new organization which aims to take the Hollywood influence out of air shows and point for better radio programs. Organization is called Radio Listeners Foundation, Inc., with headquarters in Detroit. It has started nation-wide drive for membership by mail campaign. Anyone is eligible for membership who will fill out questionnaire citing 'constructive criticism' which can be turned over to sponsor or station. No effort will be made for popularity rating of programs according to circulars. Main fight is against indecency in programs, 'reflecting Hollywood morals which had to be censored in pictures,' according to membership application. membership application.

WJSV, CBS' Washington m. & o. outlet, has pulled a 'ms too' in its latest mailing piece, 'The 3-time leader... twice.' What the station did was to borrow the statements made in a piece turned out by the network recently, reprint them on one side of the folder and on the opposite page repeat each of the statements but with WJSV's call letters substituted for Columbia. WJSV's side of the story is that in 1937 it carried the greatest dollar volume of any Washington station, was the choice of more of the country's leading advertisers than any other local station and continued as Washington's largest station. A page is also devoted to telling about WJSV's being responsible for the creation of Professor Quizz.

More than 1,600 dailies and farm sheets in U. S. and Canada have contracted to use Advertising Advertising' series prepared and offered gratis by N. W. Ayer agency. Series consists of 52 ads, one for each week of the year. It contains no references to Ayer firm, but is designed to promote better public understanding of advertising and to encourage purchase of advertised goods. Much of the copy, which deals with service rendered consumers by advertising, is seasonal.

Series was started back in 1919 by W. M. Armistead, v.p. of Ayer, and has been provided annually ever since.

Few contemporary classical organists can match the manifold musical activities of Dr. Charles Courboin. Besides being a concert, church and radio organist, he plays at important weddings, social functions, dedications, and is in addition a builder of the hand and foot pedal instruments. In all he has built 143 organs and is currently engaged on another. He is presently in his third year as a Sunday morning organist for the Mutual Broad-

Hubbell Robinson of Young & Rubicam agency has the lead article in the current Scribner's magazine. It's heap big ballyhoo for Y. & R.'s Jello account and Jack Benny, but Robinson got paid for it. Jack Benny is kidding Tom Harrington of Young & Rubicam because it was averred in the Scribner's article that the Jello program wanted jokes that were not too funny. Some mystery as to how that idea crept into the tale. Not in the original.

Transmitter equipment atop the Empire State building, N.Y., is being dismantled, with television programs from that point of origin discontinued temporarily. This is being done so that new gadgets and latest television improvements may be installed. Principal televized programs for New York area for Radio Corp. go out on the Empire transmitter. Probably will not be in working order until April 1.

Magnetic recording on the steel tape principle best known in England is the basis of a voice mirror gadget offered to radio producers by a new outfit called Audio-Arts. S. K. Wolf, formerly of ERPI, and Dr. S. J. Begun, a German physicist, are partnered in the company.
Radio trade was invited in to test the gadget as the firm opened for bis

Buddy Cantor, on WMCA, N. Y., as a Hollywood gossip-gurgler, is also two other fellows. Uses the label of Powell Clark when dishing Hollywood chit-chat on the daily General Mills program. And is Allen Stewart when announcing other programs. Uses his pair of alter egos on the ozone with more frequency than his real tag.

Radio Division of Federal Theatre Project will broadcast a series titled Command Performance based on a selection of 13 best plays. Stated that Burgess Meredith and Lillian Gish have agreed to appear as guestactors for the broadcasts.

Larry Nixon of Station WNEW, N. Y., got a press agent's-dream-come-true break when Pic Magazine carried six pages of photographs on the station's all night program conducted by Stan Shaw.

John S. Hayes, now with Mutual, formerly with WIP, Philadelphia, is author with Horace J. Gardner of Lippincott (which house is publishing) of a radio gate-crasher's guide entitled 'Both Sides of the Microphone.

WPA radio project is approaching legit names to do cuffo single-shots on a new play-radiozation series being lined up. As yet, only Burgess Meredith has consented to gift his talents to the government group.

### WHO-ME?

Musician Is the Winnah in Sports Announcer Contest

Cleveland, March 15.
When Jack Graney asked frontoffice for somebody to assist him in
spieling during coming basisel I season, WHK-WCLE decided to let
everybody on staff audition for the
job instead of being arbitrary about
it.
Dozer of the

Dozen of the regular annour Dozen of the regular announcers competed, but none of them qualified. Guy picked for having the best baseball-broadcasting voice turned out to be 'Pinky' Hunter, singing orchestral leader and station's assistant musical director.

### Gillin to Testify

Omaha; Mar. 15.

John Gillin; WOW commercial
manager, goes to Washington Morch
17 for hearing before the FCC on
an application for a new 100-watter
in Omaha. New station is sought by
Claver and Belzer, couple of local
attorneys.

attorneys.

City has been without small local broadcaster since folding of KICK here three years ago.

Harris & Steele, Inc. Present

## **JOHN** CARTER

Chase & Sanborn Hour NBC Red Network Sundays, 8-9 P.M. E.S.T.

> HELEN STEELE CARTER'S ONLY TEACHER

Exclusive Management of HARRIS & STEELE. INC.

R.K.O. Bldg., Radio City Circle 7-3715

BRILLIANT SERVICE

to the seven member stations of out-state Michigan . . . affording top-notch reception ... plus big time entertainment · · continuously from morning opening to night sign-off • • • every day in the year • • • originating from the key station, WXYZ, Detroit • • • all contribute to the outstanding sales power of the



The Paul H. Raymer Co., Representative.

Some Representative Agencies Among the 96% Blackett-Sample-Hum-mert, Inc. Lord & Thomas, Inc. J. Walter Thompson Co. McCann-Erickson, Inc. Hutchins Advertising J. Sterling Getchell, Inc. Knox Reeves Adv., Inc. Arthur Kudner, Inc. Maxon, Inc. Havs MacFarland & Co. Ruthrauff & Ryan, Inc. Wade Advertising Newell-Emmett Co., Inc. Roche, Williams & Cun-nyngham, Inc. Morse International, Inc. Marschalk & Pratt, Inc. MacManus, John & Adams, Kenyon & Eckhardt, Inc. The Wessel Co. Hammer Advertising Co. J. M. Mathes, Inc. McKce, Albright & Ivey Badger & Browning Neff-Rogow, Inc. Thomas A. La Brum Stockton, West, Burkehart, Schwimmer & Scott Long Advertising Service Reinecke-Ellis-Young-green & Finn, Inc. Al Paul Lefton Co. N. W. Ayer & Son, Inc. B B D & O Benton & Bowles, Inc. Campbell-Ewald Co. Lennen & Mitchell, Inc. Gardner Advertising Co. E. W. Hellwig Co. Donahue & Coe, Inc. Sherman K. Ellis Neisser-Meyerhoff, Inc. Key Advertising Co. William Esty & Co., Inc. Charles Daniel Frey Co. Leo Burnett Co., Inc. H. W. Kastor & Sons Publicity Associates Joseph Katz Co. Lustig Adv. Agency Vickers & Benson, Ltd. Brooke, Smith & French Leeford Agency, Inc. Northwest Radio Adver-tising Co., Inc. Vanderbie & Rubens Simons-Michelson Co. Walker & Downing Lawrence Fertig & Co. Morris, Schenker & Roth, Potts Turnbull Adv. Co. Leighton & Nelson Lou Sterling & Assoc. Peck Advertising Agency Tomaschke-Elliot, Inc. Buchannan & Co., Inc. Nelson-Gilliam Assoc. Young & Rubicam, Inc. Compton Advertising Stack-Goble Advertising Erwin, Wasey & Co. F. Wallis Armstrong Co. Pedlar & Ryan, Inc. Federal Adv. Agency Cecil Warwick & Legler The Biow Co., Inc. Hutchinson Advertising Fuller & Smith & Ross Henri-Hurst & McDonald, Geyer, Cornell & Newell Botsford, Constantine & Gardner Mitchell-Faust Adv. Co. Brown & Tarcher, Inc. Stevenson & Scott, Ltd. Lawrence C. Gumbinner Baggaley, Horton & Hoyt, ont & Hohman

Ralph H. Jones Co. Bermingham, Castleman

Cockfield, Brown & Co. Cramer-Krasselt Co. McJunkin Advertising Dan B. Miner Co.

Gotham Advertising Co. Brace Beemer, Inc. Tracy-Locke-Dawson

& Pierce, Inc. Hughes, Wolff & Co. Charles Dallas Reach Co.



Right! We said 96%!

Advertising agencies controlling 96 % of radio's national dollar volume last year (network and spot) each bought at least one copy of the VARIETY RADIO DIRECTORY.

Some purchased as many as 15 copies!

And at \$5 the copy!

Volume II of the VARIETY RADIO DIRECTORY will be published in May.

Again it will be edited with the thought in mind that it is an encyclopedia whose usefulness, it is hoped, will be self-evident.

It will again sell at \$5 the copy.

As in the past year, the DIRECTORY offers at a reasonable rate space to those advertisers who want their sales messages to reach the men who pilot the industry.

Rates and full information may be obtained at your nearest VARIETY office.

NEW YORK 154 W. 46th St.

CHICAGO 54 W. Randolph St.

HOLLYWOOD 1708 No. Vine St.

ARIETY
RADIO DIRECTORY

## Follow-Up Comment

Lou Holtz gravitated between strictly local (Bronx) gags and the rile of sideline interpreter for what wx described as a Chinese romantic drama in the second installment (of this Monday night co-operative

role of sideline interpreter for what was described as a Chinese romantic drama in the second installment (14 of his Monday night co-operative showers' show on Columbia. Folds the columbia control of his Monday night co-operative showers' show on Columbia. Folds the columbia control of the columbia control of the columbia control of the columbia columbia. Besides material there was another workness evident. This had to do with the matter of good judgment. Listeners have become accustomed to the name comic being needled from all sides by his co-workers in the cost, but they re likely to rear unfavorably when this same comic is made to the control of the columbia. The columbia columbia columbia control of the columbia columbia columbia. The columbia columbia columbia columbia columbia columbia columbia columbia columbia. The columbia colum

Meredith Willson played the Thoughts While Strolling' movement from his 'O. O. McIntyre Suite' last Thursday night (10) on the Good News program over WEAR-MBC for Maxwell House. Composition, or at least that portion of it, is of a 'descriptive' nature. Opened with regular rhythmic beat by the basses and rhythm section, against the melody by the strings, etc., with the

flute featured. Doubtlessly that represented footsteps of the stroller, with that theme planted, the piece then went on to the thoughts' part of the theme. Offering was dedicated to Wilson's friend, the late columnist.

friend, the late columnist.

Gertrude Niesen guested on the Radie Harris program over WOR, N. Y. at 6:45 p.m. last Thursday, Singer went through the customary interview, routine, then wound up by warbling Romance in the Dark, song she wrote with Sam Coslow Number is the themer for Paramount's forthcomig Club, the customary of t

Bob Hope scored a solid click last Wednesday night (9) on the Hollywood Pararie for Lucky Strike. Scripters had stoamed up a concentrated lineup of gags and the comedian rang the wall on the comedian rang the wall of the comedian rang the solid property one. Whole it gagging, jokes generally being twists on standards and usually running to exaggerated pieces of tomfoolery o. unexpected lag to apparently innocuous statements. Got off one pur so atrocious it was good for . laugh.

'Mr. Keen, Tracer of Lost Persons'

(Bisodol), serial, on night caught was the 'Girl With the Beautiful Eyes, a mild little tale concerning a young woman who lammed on her flance when she went blind. Services on Mr. Reen are enlisted and he finds her hidne in a small town and remeate the state of the

Lillian T. Mewrer, wife of Edgar Ansell Mowrer, the Chicago Daily News' chief European byliner, and herself an author, gave glimpses into the life of the wife of a foreign correspondent, on a transatlantic from Paris over CBs. Mrs. Mew. Carlotter of the control of the control

Gloria Swanson, bolstered by some streamlined, patter and quips, contributed heavily to the Eddie Cantor show for Texaco. Miss Swanson crossfired with Cantor's stooge, the Made and the Swanson to Deanna Durbin brought old and young star together, with osculatory farewell to youngster that was a tear-jerker.

Miss Swanson has benefitted by other recent radio appearances because she exuded considerably more doubtlessly assisted.

Composer Sholom Secunda of Bet

doubtlessly assisted.
Composer Sholom Secunda of Bei
Mir Bist Du Schoen introduced late
on program as having taught Bobby
Breen to sing his pet number when
he was only four years old. Provided an excuse for Breen to vocal
song in the original Yiddish. Okay
but lukewarm after what has preceded it in show.

Rish Hughes, commentator for Borden's on an NBC afternoon spot, and the spot of the spot o

order.

Perhaps San Francisco, where broadcasts originate, is not the best point to obtain candids on air names. As a matter of fact, Hughes' story about Luther Burbank's cultivation of the first tasty American potatoes was a far sharper, more illuminating piece of narration than that on Lum and Abner.

Lum and Abner.

Hughes does not seem quite as breathless now as was the case when he started the present series, but he still shows definite signs of imperfect breath control. He swallows rather frequently and sounds slightly winded. A lower pitch to yoice and greater. lung power should be his goals.

Carmel Myers' conversational song dramatization occupied about five minutes at tag-end of Rudy Vallet's session. Articulation offered punch with actual warbling merely conventionally incidental. Miss Myers employed Thanks for the Memory' as background for brief sobstory. An okay novelty one-timer. Colorado Hill Billy band went over solidly with instrumentations and imitations. Thomas Mitchell doing a repeat, was teamed with Eric Linden in Begin at the End. hokey suicide-stopping skit with fairish snapper.

Eric Linden in 'Begin at the End'hole'sy suicide-stopping skit with fairish snapper.

Tommy Riggs bit was very good.
This voice performer is reaching a high degree of smoothness. Material was clicko, too.

Vallee inserted gesture in presenting 'Ti-Pi-lin,' crediting 'Horace Heidt with having brought it out and that the tune looked likely to live up to Heidt's forceast.

Chesterfield's Paul Whiteman show Friday nights something of a half-hour version of the Bing Crosby formula, but not as good. It's seemingly more a production and scripting fault than anything else, because the ingredients are there, although sometimes the Whiteman guesters are No. 2 people. In Sylvia Sidney last Friday the Chesterfield show finally had some-

Echoes on the Upbeat

Andre Kostelanetz has been

Andre Kostelanetz has been making a variety of experiments with radio music effects based on a theory of sounding chord into a dead mike and then quickly opening up the mike and 'eatching the echo the upbeat. Vibrations of the tone, without the tone itself, gives unusual radio effects when brought in this way. It permits the sounding of brass notes which, themselves, would blast the radio. Mostly this stunt has been used to start a turie.

whole technique is musically Whole technique is musically a matter of spilt-second timing, but also a super-problem in mixing from the monitoring panel. Engineer Bill Shearer who has been with Kostelanetz for years and reads music (but isn't a musician), has been the reach bringly collaborator in the isn't a musician), has been the mechanical collaborator in the stunts while George Zechary and Gene Hight, CBS productioners, also have been helping find out what can be done in this direction.

body with more marquee value than in the past, but the presentation was a dud. Week previously, with Margo and Francis Lederer as guesters, the names weren't as big, but the presentation was better.

It's trade-reported that after this series expires Whiteman Chesterfield will go swingo completely, in the sponsor's move to woo the luve ear. There again it will have to be a matter of propen presentation always the complete of the propension of the propension

Sam Tanh, as bofits the fisticus occasions, works the listener-in up to the proper fever pitch as he breathlessly unreels the blow-by-blow descriptions of the fights. With the Baer-Farr event Taub was in agreement with subsequent reports in properly giving a word picture of the neated battle in Madison Square Garden Friday. Bill Stern handles the incidental chatter with his susual dispatch and also gets in the proper amount of plugging for Adam Hats, the sponsor.

Adolphe Menjeu and Verree Teasdale enacted their real life roles of man and wife in a skit for Chase & Sanborn Stunday (6). Aided by Don Amache as an amorous swain of Miss Teasdale, the Menjous were entirely within their scope. Play, which had for its theme a suggestion of Miss Teasdale's infidelity to her playwight husband, was amusing enough, but wasn't commensurate with their talents. Yoices of Miss Teasdale and Menjuc ame over clearly, and the progration indicated considerable preparation. The Menjous got in a few licks with Edgar Bergen's Charlie McCarthy, and the crossfire of gags was good.

Josef Hoffman, 50 years a concert pianist and 50 times soloist with the N. Y. Philharmonic, celebrated Sunday (13) over CBS by ratting off a generous and luscious sample of Chopin. It was a true and glowing demonstration of his right, to the concern the control of the control of his childhood, and the control of the con

program-builder. Presumably the connotations of showmanship in such circles might inferentially suggest a lack of musicianship. So the word is not used. Notwithstanding it was a concise and clear statement of how to keep from boring or tiring a symphony audience and where and whent oslip in novelties, long ones, short ones, gay ones. Deems Taylor himself.

short ones, gay ones Deems Taylor himself.

Columbia allocated the 8 to 8:30 stretch Sunday night (13) to picking up a resume of latest news bulletins and opinion on the Hitler invasion of Austria. Some of it was decidedly enlightening, while the speakers airing from Berlin and Vienna proved sharp studies contrast, or how nothing but the good and the just prevails where the dictator controls the outlet of communication.

Ellen C. Wilkenson, Labor membrandon a demonstration that had almost a demonstration of the British political complexities that make it hard for outsiders to understand Britain's behavior under the recent crises. Edgar A. Mowrer, head of the Chicago Daily News' Paris Bureau, expatiated on local actions interestingly.

What came from Pierre J. Huss, International News Service correspondent in Berlin, sounded like something that had come fresh out of the Nazi Propagnada Bureau, while Aircon will be the summer of the summer of the Nazi Propagnada Bureau, while Aircon will be the summer of the control of the Nazi Propagnada for the advent of Hitler.

From Washington came a proisolationist plea by Sen. D. Schwallenbach. Senator said that he was against a big navy and held that the European situation proved the futility of war.

Due to the tremendous publicity on Toscanin's sustaining symphs on NBC, the Philadeiphia Orchestra's commercial on NBC-blue (Monday's, 9-10 p. m.) for Group of Banks has perhaps not received its due share of attention. With Stokowski abroad, Eugene Ormandy is brandishing the baton for the broadcasts which emanate from the orch's hoary haunt, Academy of Music in Quakertown.

which emanate from the orch's hoary haunt, Academy of Music in Quaker-town recent (14) program the selections were known items, which made it as it should be in radio. Top moment was the windup for the orch, which rassled Tchaikowsky's 'Waltz of the Flowers,' from composer's Nutcracker Suite,' into submission. Runnersup was the ballet music from Carmen. Guesting (for the ninth time) was Lucy Monroe, who sopranoed five selections of the properties of the selection of the program of the process of the process of the selection of the selection of the selection of the process of the selection of

Juliet. Neils Crothers' spieling on economics, dealing with a phase of financial initiation, wasn't bad, norwas the inistitutional copy, in New York area for the Chase National Bank. Talkers on this program have from time to time expressed a complete and critical lack of sympathy with the Administration.

Henry L. Jackson, fashion editor of Esquire. a guester on Energine News Reel over NBC, declared that 'American men-do not give a hang as to what Hollywood stars (male) wear. Also that the picture colony's influence on men's fashions is nil outside of the West Coast.' Jackson named New York, Long Island and Palm Beach as the U. S. spots in which he studied the fashion trends for men, with Nassau and Bermuda as other style centers, on this side of the ocean. He spends six months of the year in England, which is way ahead of other countries in men's styles, and which exerts a marked in-fluence on what the trousered sex wears over here.



NATIONAL REPRESENTATIVES EDWARD PETRY & CO

is the favored quest in most of the homes · Local merchants know. and that's why department, NETWORK jewelry, furniture and men's 560 Kc. and women's stores all spend more of their radio money with KLZ than with any other station. DENVE

> NEW YORK'S No. 1 SHOWMANSHIP STATION Thousands of additional potential customers are dialing 1010 each customers are gialing (U.U. each day for the extra big programs off 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-

DEL SHARBUTT

DEL SHARBUTT

OCA-COLA

WABC-CBS, N. Y.

(D'Arcy)

Del Sharbutt, with the departure of Frank Crumit as mc. on Coca-Cola's Song Shop' has taken over that as Song Shop' has taken over that as signment as well as his former blurbuidties. Announcer-turned-pacer has a bright and gay manner that escapes indulging in the bubbling gush that bespeakes a phoney (and usually annoying) each the second of the program were nicely varied. Lyric soprano Nadine Conner did heavy, and good, duty, solo (ing stwice, plus dueling Victor Herbert's Moonbeams with baritone Reed Kennedy, Latter, for his chief contribution, became and the second of the program were nicely varied. Lyric soprano Nadine Conner did heavy, and good, duty, solo (ing stwice, plus dueling Victor Herbert's Moonbeams with baritone Reed Kennedy, Latter, for his chief contribution, boomed another Herbert piece, became the second of the seco

YOU, THE UNSEEN JURY

YOU, THE UNSEEN JURY
15 Mins.—Local
MORRIS PLAN BANK
Tuesday, 7:30 p. m.
WEAF, New (Gotham)
This program is exceptionally compact and should have little difficulty getting its share, and more, of the Tuesday listeners at 7:30 p. m. It is swiftly-paced and tightly written throughout. Director is Chester Miller, long with Judson. Writer is Harold Warick, who does the Ave.
Crucial situation of a court trial, stripped to sheer diamatic essentials, stands forth for its ability to get and hold listeners. Narrative uses minimum of strokes and volces for maximum impact. An excellent local entertainment well suited to serve the advertising purposes of the co-maker establishment. Land.

TIM AND IRENE, GEORGE OLSEN

Orch
With Graham McNamee, Golden
Gate Quartet, Uncle Happy, Fredda
Gibson
Variety
30 Mins.
ROYAL CROWN COLA (Nebi) Friday, 9 p.m. WJZ-NBC, New York

Wal-NBU, New York

For the premiere of Royal Crown
Cola's new half-hour variety show
Fridays at 9 pm, the sponsor took
spollight as in the dailies giving
as the authors. That probably established some sort of a radio precedent in a business heretofore committed general to behind-thescenes anonymity. It also established
an even more glaring highlight due
to the fact that the authors failed to
auth mas a comedy script the tee-off
is the same that the fact that the fact that the authors failed to
auth mas a comedy script the tee-off
is the master of the fact that the formula of Irene's year for maestro
Gordon), plus the fact that the
formula of Irene's yen for maestro
Gordon), plus the fact that the
formula of Irene's yen for meetro
Gordon), plus the fact that the
formula of Irene's yen for meetro
Gordon), plus the fact that the
formula of Irene's yen for meetro
Gorgo Gleen and announcer Graham
McNamee might be construed by
some ass reminding of the Mary Livino means funny.

Material is basically at fault. The
components are standard. Olsen's
music is good; in fact, from the trade
aspect, it's indubitably the best radio
band Olsen even had. This is accounted for by the fact that his
mucleus comprises the late Onyile.

You have been the standard comedy purveyors; i.e. he's the brash wisecracker, she the slightly silly, semi-dum
belle comediene. If their material
were, sturd who started his own outfilMcNamee McNamee a sales
the distinct of the mary the started with Dick Himber,
had a good radio billing idea—the
Gibson Girl. If this show should
click after it's re-edited, she may yet
capitalize on it. Happy, he's appardelful alleged comedian given to
wacky puns. The wisecracks are
cross currents—angry breezes. He,
too, was with Tim and Irene on
WOR.

Tim and Irene's comedy piece deesistance a lat the now standard
idea of burlesding something of

idea was good. But the Impoon isot as bad as their attempt at it: Who's the fairest in the land, magic mirror? 'Garbo's the fairest in the land, and I'm Stokowski with it.' Another gem, 'I'm not atraid of the wolves—I've been to Hollywood.' Golden Gute Quartet are heralded as 'spiritual swingers,' which in effect is erratum, since the spirituals are really rhythmic gospet chants. They do one number, but it. doesn't mean much, being an interlude rather than a highlight.

McNamee's scilling concentrates on two full glasses of Cola for 5c,' and on the Royal Crown Cola's \$2,000 in the color of the co

EDITOR'S DAUGHTER'
With Joan Banks, Parker Fennelly,
House Jameson, Alan Bunce,
Craig McDonnell, Effic Palmer,
Willred Lytell, Agnes Young, Alice
Reinhart
15 Mins.
Transcription
Transcription
Mon. 10 Fig. 2 p.m.
WBBM, Chicago
WBBM, Chicago

Wilfred Lytell, Agnes Young, Alice Reinhart

15 Mins.

Transcription

KROGER'S BREAD

Mon. to Fri., 2 p.m.

WBBM, Chicago

(Ralph H. Jones)

Fleinty of commercial, and completely intelligible. That's about all the sponsor will get out of this protification and the sponsor will get out of this protification. The only difficulty that few people will be able to make it out. An unbelievably production that had the program caught meandering meaninglessly, with the performance outry twang. Especially unintelligible was Parker Fennelly as the holiest and most showmanly in what is supposed to be semic country twang. Especially unintelligible was Parker Fennelly as the will be able to make it out. An unbelievably production that had the program caught meandering meaninglessly, with the performance outry twang. Especially unintelligible was Parker Fennelly as the holiest and most showmanly in what is supposed to be semic country twang. Especially unintelligible was Parker Fennelly as the will be able to make it out. An unbelievably production that had the program caught meandering meaninglessly, with a performance outry twang. Especially unintelligible was Parker Fennelly as the holiest and most showmanly hackage of swing released over an especially invited audience in the Criterion.

Briefly Grown H. Jones

WBW New York

Glohn H. Dunham)

If last Strady's (13) event the holiest and most showmanly package of swing released over and the holiest and most showmanly maked the wint NBC and Columbia, backage of swing released over an especially more controversial standard and it will not only have the swing addicts clamoring by the thouse of the Criterion of t

# **Britons Get First Taste of American** 'Free Speech'; It's Quite a Novelty

CONTINENTAL SWING'
With Herbert Oettgen
(In French, German, English)
15 Mins.—Local
Bustaining
Sunday, 9:15 p. m.
WBNX, New York
Best known and largest metropolitan, presenter of foreign language
programs has a new novelty in Oettgen playing pop recordings and announcing them in three lingos.
When caught (13) records included
Joe Haymes crew doing Swinging
for the King. There's a Small Hotel.
Rimacs rumba ban i maracaling one
Rimacs rumba ban i maracaling one
B'way, played by a German dance
orch with vocals couched in the Teuton longue.
Octran makes his announcements

orch with vocass coats.

ton tongue,

Oettgen makes his announcements

straight-forwardly and briefly.

Bert.

SUNDAY MORNING SWING CONCERT

London, March 4.
Sécond contribution to B.B.C.

3. America Speaks, brought listeners here the voice of Gle Frank, chairman of the Policy Committee of the National Republican Party, attempting to explain just why the Roosevelt administration was the bink. Less formal than that of his predecessor, Harold L. Letes, Frank's manner still gave Britons somewhat the impression of an electioneering speech. While dwelling more on theory than plai fact, he put up a surprise casergarding the New Deal as a step to a totalitarian state, from which recalling lekes' arguments, English listeners can only assume, if the speakers are to be trusted, that both Democrats, and Republicans chasing the same rabbit!

As concerns the British broadcasting angle, lesson that derives from the series how much greater is the entertainment value of uncensored discussion than the blue-pensited manuscript which is the usualimit of what B.B.C. will permit on the air. In content and tone, both talks so far given in the series were emphatically more controversial than any speaker, however celebrated, could hope to get away with when speaking from the series are Myron Taylor, of the U. S. Stee Corp. Long the process of the content of the porsey to your Dorsey through along the porsey trough along the porsey trough along those those though the process of the porsey trough along the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the policy of the U. S. Stee Corp. Long the p

# RPPLAUSE!

New York advertisers seem like the convenience of the new New York office of WCAU in the CBS Building, 485 Madison Avenue.

To facilitate contact a direct telephone wire to WCAU Philadelphia headquarters is available free to all New York advertisers and agencies. Simply call Wickersham 2-2000. 50.000 WATTS PHILADELPHIA

### 120 HILLBILLIES CLASH FOR BLOW-JIG HONORS

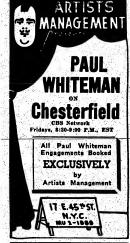
Louisville, March 15. Seventh Annual Radio Stars Jamboree and Fiddlers' Contest, promoted by Larry Sunbrock, president of the National Fiddlers' Assn., was held at the Jefferson County Armory Sunday (13), with attendance of 7000

Sunday (13), with attendance of 7,000.

At the end of the matinee performance, contestants were limited in the fiddlers' contest to Whitey White, New Albany; Fiddling Red Stewart, Louisville, Natchec, the Apache Indian from Arizona, the national champion, and Clayton Me-Michen, incumbent Kentucky and southern champion fiddler. These four played it off at the night performance, with Natchee being named the winner. McMichen, according to pre-contest agreement, was obliged to carry Natchee 'pigsyback' out of the armory.

was obliged to carry Natchee pigsy-back' out of the armory. Headlining the talent end of the jamboree were Uncle Ezra and the Hossier Hot Shots from WLS, and 120 hillibilies in all participated in the show, coming from several sur-rounding states.

Jack Haley may do a Broadway play when his radio show mutes.





LANNY GREY'S Pupils of the Class

MNEW Dally at 12:30

# F. C. C.'s WASHINGTON DOCKET

### **MAJOR DECISIONS**

MAJUR DECISIONS

Washington, March 15.
California: Power boost and frequency shift for KDON. Del Moitte, held "not in the public laterest because the proposed changes would interfer with and outful the service of KICL, tighten, Teth—now operating on the desired frequency of 100 keV. Del William of 100 keV. Del Willia

rices Available and wome out out out the preser of 6 km, as pointed out, as po

facilities.

Dr. Wm. States Jacobs Broadcasting trade name adopted for the purposes Dr. Wm. States Jacobs, the true apid. Pointed out that Dr. Jacobs was with an estimated net worth of more wanted to give time to labor disputes all questions, and proposed to use an social matter, were John Walsh and John

Columbia Broadcasting System, Inc., New ttension of existing authority explring March programs to Canadian stations CFRB and tations of the Canadian Broadcasting Corp., te line facilities furnished by the American

### SET FOR HEARING

Washington: Michael J. Mingo. Tacoma, new station to perated on 1400 ke with 250 watts.

Illinose: was, no and research and the control power from by 10 100 watts, move transmitters, Chicago, boost power from by 10 100 watts, move transmitters, Indiana; WGVA, Glenn, Van Auken, Indianapolis, voluntary assignment of construction permitted from Glenn, Van Auken to Indiana, Broadensting Corp.

Kannas: Camito Broadensting Co., Inc., Topeka, new station to be operated on 1120 ke with 1 kw, using directional:

New Jan. South, Nebraska: Broadensting Co., Jin., Hastings, new station to be operated on 220 ke with 1 kw nights, 1 kw days, using directional antenna all times.

New Jan. Sung directional antenna all times.

New Jan. South, Nebraska: The Jan. 10 km 110 km 1100 km; change power, from 500 watis influs, I kw days, to 1 kw all times.

New Jersey: WAWZ, Fillar of Fire. Zarephath; change power, from 500 watis influs, I kw days, to 1 kw all times.

New Jersey: WAWZ, Fillar of Fire. Zarephath; change power, from 500 watis influs, I kw days, to 1 kw all times.

New Jersey: WAWZ, Fillar of Fire. Zarephath; change juwer from 500 watis influs, I kw days, to 1 kw all times.

New Jersey: WAWZ, Fillar of Fire. Zarephath; change juwer from 1100 km; change, how of operation from specified to unlimited, Install new transmitter and directional antenna day and night use (contingent on granting of WOVs-plivation for frequency change).

Plant of the State Stat

WOV. International Broadcasting Corp., New York, change frequency from 11:00 to 1110 ke, Jump power from 1 to 5 kw, change hours of operation from days to unflusted frequests present facilities of WBIG, New York, and WPG. Atlantic

chains over the control of WBIL, New Yorn, and City).

(11).

(12).

(13).

(14).

(15).

(16).

(17).

(17).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18).

(18

### **EXAMINERS' REPORTS**

granidar of the application of Floyd A. Larron, of San Jose, to a 250 watts daylino station on J170. Operation of the proposal transmitter as a purely field station would furnish now it served by KOW. An affiliate of Mutual Droadcasting System, and also, is furnished with service from four other System, and also, is furnished with service from four other Alledria, transmitters.

Applicant, Floyd Parton, is director of the local Chamber of Commerce and president of the Rodary Chib. as well as casting experience but Intends to devote at least one-list of his time to the supervision and operation of the proposed station, Dalberg said.

Two predicts and president of the System at San Francisco Two predicts of the System of System of the System of System

kendell. Payline power boost from 100 to 250 watts should be granted WLAK, Lakeland, according to Examiner George IIII. Station could extend its primary service by unrowinnelly 50%. Hill pointed out, and also would provide vituable service to cityus fruit-frowers in the community vituable service to cityus fruit-frowers in the community gainst the coming of could remain to protect their oranges with any existing or promosed service. If applications were raised, and would involve a total cost of \$250, in installing we equipment.

spainst the coming of cold weather. Note that the control with any existing or proposed service. It application were granted, and would involve a total cost of \$150, in Installing rive equipment.

Ellot C. Lovett appeared for WLAK.

Ellot C. Lovett appeared for WLAK.

Minneons. Lileans removal for KDAL. Duttih, should be a supposed to the case. Spankings which lave been hanging over the station for asserted violation for the communications. Act should be supposed the case. Spankings which have been hanging over the station for asserted violations are should be controlled to the communications. Act should be supposed to the communications are should be supposed to the communications. Act should be supposed to the controlled to the communications. Act should be supposed to the controlled to the station, from E. C. Belincke and five of concerning to the station, from E. C. Belincke and five of the station, the controlled to the station of the station of the station form. E. C. Belincke and five the station of the station, the controlled to the station of the station, the station of the s

transmitters, tr

station. Serious. limitations to WCAR, Cleveland; KGCN, Wolf Point, and other stations would result from granting of the application, Dalberg declared, if the requested 1160 ke, 250 wards, now generated by Paul D. P. Spearman.

### Radio Tax

(Continued from page 31) source. McFarlane stressed the fact that 'these radio stations receive a free license to operate' and took

included in figuring individual's tax ability.

Broadcasters were accused of 'taking' more than \$140,000,000 annually away from newspapers which McFarlane remarked 'are not favored by a free license and a radio broadcasting station.' Texan reminded the House they are not kel'ing 'one red cent' toward the support of the Federal Communications Commission, which cost \$2,250,000 last year. Foromous fees' charged for use of station facilities were pointed out.

Distavor for radio ta: was voiced

more eracks at the permit-peddlers.

Opposition to hasty procedure was voiced by the only member to argue the amendment. Observing that the entire subject will be examined by his subcommitte-. Rep. Chester Thompson of Illinois asked for defeat of the McParlan proposition in order to give these committees an opportunity to study this matter. Ways and Means committeem an said the question of taxing broadcasters, is a new field which should be thoroughly studied before any legislation is presented.

Proposal, which its sponsor said would not work a hardship upon the industry, would have required broadcasters to pay 10% of their take from sale of time, but limited the liability of networks by declaring amounts paid to any other person for broadcasting would not be included in figuring individual's tax ability.

Broadcasters were accused of 'take' after the McFarlane (II), Proposal, had been wastebasketed, and the Texan got no action again. Rep Fred H, Hildebrandt of take not be subject, said he is composed to singling out broadcasters, and was particularly appreciate the importance of radio broad-asters to pay 10% of their take from sale of time, country radio has become an indispensable incident to farming. It is clear that the utility of radio in arrival transport.

strument in the daily lives of our rural people. The the different agricultural areas of this country, radio has become an almost indispensable incident to farming. It is clear that the utility of radio in agriculture has become an established fact and its future development should not be encumbered by onerous taxation, which will in any manner impair the opportunity to continue to perform this needed public scryice.

### PROFS HEAR SELVES BEFORE WEB REPEAT

Columbus, March 15,

Score of Ohio State faculty members will be heard in round table discussions on Mutual network on

discussions on Mutual network on program which teed off Sunday (13), Titled 'Democracy Transition,' forum will continue for 10 weeks, with discussions scheduled on various social and economic problems. Round table argument is first presented Wednesday night before several hundred students in Congress on Social Problems, WOSU, university station, airs this forum, Transcription is made of program, allowerption is made of program. cription is made of program, allow-ing profs chance to polish up discus-

ing profs chance to polish up discus-sion after hearing play-back. Same subject is then discussed on network following Sunday.

I. Keith Taylor, director of radio division in university bureau of edu-cational research, serves as moder-cator of all programs. Chairmen and participants change with each broad-east.

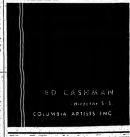
WHKC, local Mutual stati but can't carry itself because of other commitments.



# WENDELL

AIN'T GONNA BAIN NO MO' LLOW MOON, ONE EXED LOVE OLD FASHIONED SCRAP BOOK MY DREAM SWEETHEART LAND OF MY SUNSET DREAMS

Address: 4351 N. Paulina St., Chicago



# DON

EVERY MONDAY WEDNESDAY and FRIDAY WOR 12-12:15 P.M. EST BOSCO

**GUS VAN** 

STAGE, SCREEN OF RADIO e/o Goldie and Gumm 1549 Broadway, New York

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
COAST TO COAST DIT. COMPTON ADVECTISING AGENCY
MGT., ED WOLF-RKO BLDG., NEW YORK CITY

'THE O'NEILLS"

# **Agencies—Sponsors**

(Continued from page 29)

H. W. Kastor & Sons Co., Chicago, 16 spot. announcements on Drene, WCKY.

wCKY.
Interstate Bakeries, Schulze division, (Butter Nut bread), 156 halfhour et. programs, the Lone
Rangers, on WCKY. Account handled by R. J. Potts & Co., Kansas

City of the control o

Edna Hutton.

'Idea! Packing Co., Cincy, started March 5. on WSAI with a new series of Saturday night 30-minute variety shows originating in various lodge halls and 'labeled Fraternal Frolics. Regular talent from Crosley staff includes Ray Shannon, mc.; Janete, pop vocalist, and hillbilly combos, with amateur recruits from viewing sudiences. William F. Holland agency.

agency.

McKesson & Robbins start March McKesson & Robbins start March 14 with new Perk-Uppers musical series on WLW, Monday and Wednesday 745 to 8 pm., blurbing Pursang tonic Crosley staff talent: Stephen Merrill, tenor, Jáne Ger-rard, personality singer, and a small crchestra. H. W. Kastor & Sons agency.

Walker Remedy for Chicks, one minute announcements, daily, March 29 to April 27, through Weston Barn-ett, Waterloo, Ia.

Allis Chalmers (tractors), one min-ule announcements, five times week-ly, 18 weeks, through Burt L. Git-tens, Milwaukee.

Utica Mutual Life Insurance Cominute announcements, five time minute announcements, five times weekly, to May 27, Devereaux, Inc. Utica, the agency.

Baker Extract Co., participations In WGY Market Basket, once weekly, April 21 to June 24, through Wm. B. Remington, Boston.

Credit Brown & Tarcher New York, March 9.

Editor, Vanisty:
Page 31 of your March 9th issue lists under Yankee Network new business an item for McKesson & Robbins and attributes it to Gardner Advertising Co.

This is an error. Gardner placed the McKesson idun or business until secently. That business: is now with White-Lowell. We have had the McKesson & Robbins drug business—shich means, of course, their radio business—all through 1937 and have approved plans for 1938.

Hereafter in referring to McKes- & Robbins' radio, please be sure to credit this agency with the account.

\*\*D. Tarcher\*\* Tracher\*\* Tracher\*\* Tracher\*\* Tracher\*\* To the Tarcher\*\* Tracher\*\* Tr

J. D. Tarcher, Brown & Tarcher, In President.

Drackett (Drano), through Ralph H. Jones agency, Cincinnati, has shifted, its transcribed serial, Hello, Peggy, from KGO, San Francisco, Querter-hour platters aired twice weekly.

Axion Fisher (20 Grand ciga-rettes), through McCann Erickson. New York, spotting three quarter-hour transcribed shows weekly on KSFO, San Francisco, Talent cludes Joe Rines' band, Pickens Sis-ters. Morton Bowe and emcce Mar-tin Bloch.

Emile, Washington, D. C., beautician, on the air with new local commercial program, Germaine of Furis, WMAL Songs and

Richard Hudnut cosmetics has taken 15-minute spot weekly on KYW, Philly, with Top Hatters band, and Carlotta Dale and Bon Bon chirping. Placed by BBDO, with Eldon Hazard in charge.

Schwimmer & Scott agency, Chi-igg, has prepared platter version of new program, known Public Question-Air, which is figured to

make possible a 100% listener par-ticipation in the current popularity of the questions-and-answers pro-gramming.

gramming.

Instead of restricting the questions to only the studio audience the S. & S. program will invite all listeners to try for the correct answers. by mail, with prizes for correct re-plies.

St. Louis New biz:

Manne Furniture Co., air auction daily program over WEW.

Hartenbach Rug Cleaning & Sales

Co. Bally variety program over WEW.

The Lone Ranger, 30 min tran-scribed serial, Papendick Bakery Co, under 52 week contract. KWK.

Walker Remedy Co. has contracted for six 1 min announcements over KMOX.

Dr. Miles Laboratories (Alka Seltzer) contracted for three 15 min transcriptions weekly over KMOX.
Slack Furniture Co., East St. Louis, III.; returns to KWK with three 30

min. periods weekly with local tal-ent; six 15 min. periods using tran-scriptions and twelve 15 min. periods with local talent. Contract runs for

Barlon Mfg. Co. contracted for five 100 word announcements weekly on the Woman's Hour over KMOX.

New Business at KTSM, El Paso,

Tex. El Pase Electric Co., 15 mins., twice weekly, organ by remote from Plaza theatre, featuring Dayton

Plaza theatre, reasonable Payne,
Fischbein Bress, tailors, Miracle of.
Sport, 15 weekly,
Guarantee Shee, The Forest Ranger, kids program, 15 mins.

Glidden Paint Stores, Helpful Harry's Household Hints, 15 mins, three times weekly, through Mel-drum & Fewsmith, Inc.

In San Francisco:

Hambaugh Realty Co., Los Angeles, through Frank Wright & Associates, is spotting three quarter-hour programs, live talent and tran-scription combo, weekly for seven-weeks on KYA.

Christian Science Committee on

# Opening for a Challenge

NBC's promotion department claims that its own WEAF, N. Y., was the first to sell time to a commercial which had business affiliation due bill connection with the broadcasting outlet. This copy cleared over WEAF on Aug. 28, 1922, with the Queensboro Corp., rential agents, the source, after the station had offered over the air to sell 10 minutes of time for \$100. The station had no rate card at

to sell to minutes of the feel of sponsorship may stir up the what NBC is claiming in the field of sponsorship may stir up the sort of controversy which has been raging for years as to which was the first station in America. WWJ, Detroit, and KDKA, Pittsburgh, are still arguing bitterly on the latter point.

Scientist, over KYA.

Cottrell Brothers (moving and torage) sponsoring 15 - minute

Publication for Northern California through W. A. Miller agency, Oak-is sponsoring one-hour broadcasts land, participating on the live talend direct from Fifth Church of Christ, Echoes of Portugal program nye Echoes of Portugal program five days a week over KYA.

Controll Brothers (moving and storage) sponsoring 15-minute weekly transcriptions, 'Wings Over the World,' KYA, for 13 weeks, Placed direct.

California Pension Plan, through Cinema Advertising Agency, Los Angeles, spotting half-hour platers, and emicee Jack Angeles, spotting half-hour platers of Mayles Botsford Constantine & Six nights weekly for year on KYA.

Globe Grain & Milling Co. (flour), originate at KFRC.

# ADDED ATTRACTION



"Listener preference" is the main feature of the show that WSAI puts on in the Cincinnati area day in and day out.

But there's an added attraction that WSAI advertisers like even better—it's Dealer Support!

And WSAI delivers that in a big way!

A recent survey by an independent research organization revealed that 68.4% of the drug and grocery retailers in the Cincinnati area prefer

CINCINNATI'S STATI

National Spot Representative

TRANSAMERICAN

NEW YORK

CHICAGO

HOLLYWOOD

-

.

9

7

7.

...

1 , m

. .

2070

ils Prima, Mitchell P. MET Oufstanding HAVE WE ERE

"Onyx Club" hit Mitchell Parish 1 1 S :

Edgar Se Parish THAT y Goodman, I ž

> Production MARY" 20th Century-Fox AND -RENE SWEET From the 20th Sordon and

ABOUT MUSIC" By McHugh and A MAD.

# \$42 ARRANGERS' FEE EVIL BOBS **UP AGAIN**

London, March 7: English music publishers are hav-ing trouble again with the band leaders, due to the old practice of charging a fee, generally around \$42, for music arrangements for broadcasting

casting.

This rop, which was stopped some two years ago after reaching serious, proportions, has cropped tip again, entirely due to some publishers, in order to get a better break, welching on their conferers. Position has become serious again, with association having sent an ultimatum to the British Broadcasting Corp that less they co-operate with them 100%, they (the publishers) will so back in a body to the old system of paying band leaders once more for arrangements, to which the BBC has always been opposed.

### PINS AND NEEDLES' TUNES FOR LONDON

Louis Dreyfus of Chappell & Co. London, last week bought the Brit-ish rights to the Pins and Needle' score from Mills Musis Inc. It is understood that some of the numbers may be used in a London revue, with the production done by local interests.

### Music Notes

Bicycle Built for Two by Harry Dacre and The Bowery by Charles H. Hoyt and Percy Gaunt, both non-copyrights, being published by Jerry Vogel with new arrangements.

Henry Tobias and Day Oppen-heim wrote the original score for the new Paradise Restaurant IN X2. revue due to open Sunday (20). Ex-clusive publishing all the numbers.

Jack Mills has taken over the publication of the score of the new Duquesne University. Pittsburgh, show, Topper and White Tails. Same pub is handling the comedy tune, Monkeys Is the Craziest People, Watter Bishop and Basil G. AdlamPair got the title from Lew Lehr's entrance line on the Ben Bernie-U. S. Tire program (CBS).

'Day by Day' a new tune scripted in memory of the late O. O. McIntyre by Don Sylvio, band leader at Bill Bertolotti's.

George Jessel composed the tune, 'As Long As I Love,' featured in Columbia's Little Miss Roughneck.'

Eddle Cherkose and Charles Rosoff doing song numbers for Monogram's The Lost Legion.'

Helen Oakley of Moe Gale office and Chick Webb have collabed on Heart of Mine' which Famous Music will publish.

Busse's Cincy Spot

Chicago, March 15.
Henry Busse orchestra leaving
the Chez Paree March 31, opening
April I at the Beverly Hills Country Club, Cinclinati.

### II S. Tunes Still Lead In France: Now Click Sooner Via Films, Radio

Paris, March 7. Hollywood and New York song writers top European tunesmiths in popularity in France, according to has been playing in Paris, Dcauville and Cannes and states that requests for American tunes outnumber the local ones by a wide margin.

local ones by a wide margin.

About file only music played in
the swank nighties in France, besides American swing, is tango
nusic, most of which is written in
France. Foy says that the rhumba
is on the wane in Franch clubs.
There is almost no local swing music,
and what there is of it never reaches the popularity attained by Ameri-can melodies.

can melodies.

Foy lists the following as the 10 most popular American tunes during the past year: Is It True What. They Say About Dixie? Goody Goody, You're Sweetheart, Sweet Someone, 'Dipsy Doodle, True Confession, 'There's a Goldmine in the Sky,' Ebbtide, 'You Can't Stop Me From Dreaming and Lady Is a Tramp.'

Lady Is a Tramp!
Tunes become popular here soon after they are introduced in America, due to films and short-wave radio. French radio stations also play a large number of American phonograph records. Foy states, however, that songs last longer in Europe, requests for oldtimers such "Roses of Picardy, 'Poor Butterfly' and 'St. Louis Blues' are everyday occurrences.

# **Sweeping Europe**

# ALICE BLUE GOWN

Conceded by the **Entire Profession** to Be the Two Greatest Songs

Published by

# The IRWIN DASH MUSIC COMPANY,

Ltd.

10, Denmark Street Charing Cross Road London, W.C.2 England

> Cable Address Dashmuzic

# Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WJZ and WABC computed for the week from Monday through Sunday (March 7-13). 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 song, \* tegit tunes, and "pop" speaks for itself.

Title I Double Dare You. Good Night, Angel. Please Be Kind. How'd You Like to Love Me? Jou're An Education. Thanks for the Memory Heigh-Ho Sweet As a Song. T.P-I'Tin Whistle White You Work. Love Walked In. Love Walked In. Whistle White You Work. Love Walked In. Love Walked In. Love Than Ever In. Whistle White You Work. Love Walked In. Love Than Ever In. Love Walked In. Love Than Ever In. Love Walked In. Love Than Ever In. Whistle White You Work. Love Than Ever In. Love Is Here to Stay. In My Little Red Book. Shack in Back of the Hills. Always and Always. Just a Simple Melody On the Sunny Side of Rockies. On the Sunny Side of Rockies. On the Sentimental Side. Two Bouquets. In the Shade of the New Apple Tree. Somebody's Thinking Tonight. The One I Love It's Easier Said Than Done Gypsy in My Soul. Sunday in the Park. I Fall in Love with You Every Day. Oo Bode Tree. Oo Bode Tree. Oo Bode Tree. Serenade to the Stars Gypsy Told Mc I Live the Life I Love. I Was Doing All Right. One Song. Who Are We to Say' Good Night, Sweet Dreams Sweet Someone. Rosalie I work Love Words Out of My Heart. Taboo There's a Gold Mine in the Sky Two Dreams Got Together. You Tree Words Out of My Heart. Taboo There's a Gold Mine in the Sky Two Dreams Got Together. You Tree Words Out of My Heart. Taboo There's a Gold Mine in the Sky Two Dreams Got Together. You Together. You Together. You Together. You Together. You Together. You Shadows. With a Smille and a Song. I'm Glad for Your Sake Hometown Any Old Lanc Is Lovers Lane. Once in a While. Nice Work You Sake Hometown Any Old Lanc Is Lovers Lane. Once in a While. Nice Work You Sake Charmer.	Publisher	Source	Tota	al cia	Is Vocals
I Double Dare You	Shapiro	Pop	. 25	1.05	7 20
Good Night, Angel	Berlin	*Radio City Revels	. 25	70.2	B 19
Please Be Kind	larms	Pop	. 24		3 17
How'd You Like to Love Me?	amous	*College Swing	23		7 17
Thanks for the Memory	Paramount	*Pig Prophest	23		3 12 6 19
Heigh-Ho	Rerlin	*Snow White	22	S 1	
Sweet As a Song	Robbins	*Sally Irene and Mary	21	7.9	6 18
Ti-Pi-Tin	Feist	Pop	21	1. 1. 1	8 16
Whistle While You Work	Berlin	Snow White	. 21	1	0 14
Love Walked In	Chappell	*Goldwyn Follies	, 20	8,2500	8 9
Let's Sail to Dreamland	Spier	Pop	. 19	19.7 2 3	4 14
More Than Ever	Marla	Pop	. 18	0.00	5 12 4 12
It's Wonderful	Robbins	Pop	17	Total Control	4 19
Dipsy Doodle.	Lincoln	Pon	17		1 12 7
At a Perfume Counter	Donaldson	†Casa Manana	. 16		3 15
I See Your Face Before Me	Crawford	. Between the Devil	15	1 30	5 14
Love Is Here to Stay	Chappell	. *Goldwyn Follies	. 15	1. 7	2 9
In My Little Rcd Book	Marks	.Pop	. 14		0 4
Always and Always	Foict	POL	. 13	.5	2 9
Just a Simple Melody	Witmark	Soviet Cirl	13	Te. 157	2 2
On the Sunny Side of Rockies	Hollywood	*Boll Along Cowboy	13		2 2
Mama, That Moon Is Here Again.	Paramount	*Big Broadcast	12		2 8
Moon of Manakoora	Kalmar-Ruby	.*Hurricane	. 12		3 6
Romance in the Dark	Paramount	*Romance in the Dark	11	(10 h)	3 8
On the Sentimental Side	Select	. Dr. Rhythm	11		2 8
To the Ch. de of the New Acres To	Snapiro	.Pop	. 11	3343	1 8
Somehody's Thinking Tonight	Schurter Millon	Pon	. 11		4 7
The One I Love	Frist	*Everybody Sing	11		0 7
It's Easier Said Than Done	Olman	Pon	- 11	Lover Les	2 6
Gypsy in My Soul	Words-Music	. †Fifty-Fifty	11	10 g (2 )	5 3
Sunday in the Park	Mills	. *Pins and Needles	. 11		1 4
I Fall in Love with You Every Day	Famous	. *College Swing	, 10	)	3 9
Oca Passe	Witmark	. Swing Your Lady	. 10	100	2 8
Serenade to the Stans	Dahlin-	.Pop	. 10	the same	2 7
Gypsy Told Mc	Crawford	Hanny Landing	11	18 1 1	1 2
I Live the Life I Love	Words-Music	+Fifty-Fifty			3 8
I Was Doing All Right	Chappell	*Goldwyn Follies			2 8
One Song	Berlin ,	.*Snow White		)	3 7
Who Are We to Say?	Feist	.*Girl of Golden West	., \$		3
Sweet Someone	Snapiro	. Pop			1 6
Rosalie	Channell	Dogalia	30		0 6
I Simply Adore You	Ager-Vellen	Pon		4.	1 5
Tonight We Love	Famous	*Pomance in the Dark			0 5
You Took Words Out of My Heart	Paramount	*Big Broadcast		9	0 4
Taboo	Southern	.Pop		9	0 2
There's a Gold Mine in the Sky	Berlin	.Pop		8	4 7
Vou're a Sweetheart	Remick	. Pop		8	3 7
Outside of Paradise	Soloot	You're a Sweetheart			1 6
Ten Pretty Girls	Crawford	Pon Pon		8	1 6
This Is My Night to Dream	Select	.*Dr. Rhythm	1.00	8	0 6
Moments Like This.	Famous	*College Swing		8	1 5
Swingin' in the Corn	Berlin	. Radio City Revels	4.0	8	2 4
Jozepal	Chappell	Joy of Living	1000	8	1 4
Loch Lomond	Pobling	Jezebel			1 3
Romance in the Rain	Red Star	Harlem on Desirie	1.5	7	0 3
Toy Trumpet	Circle	Rebecca	1	7	0 0
Two Shadows	.Witmark	"Two Shadows	1 4	6	1 5
With a Smile and a Song	Berlin	*Snow White	10	6	2 4
Hometown	Crawford	Pop		6	1 4
Any Old Lane Is Lovers Lane	Gen	Pop	4. 10	O C	1 4
Once in a While	Miller	Pos		6	0 4
Nice Work If You Cah Get It	Chappell	*Damsel in Distress	•	5	3 4
True Confession.	Famous	True Confession		5	1 1
res, there Is No Moonlight	.Robbins	Pop		5	1 3
I Love to White	Mills	. Pop	.16	5	1 3
I'm the One Who Loves Voy	Com	Mad About Music		5	4 2
Snake Charmer	Marke	Pon		3	ŭ .j
			9		U 0
A Secretary Branch of the State of	4 - 4 - 4 3	the second of the second of the second		27.75.4	

# 16 TUNES IN 21 MINUTES

# ASCAP Sees Weakening Influences At Work: May Return to Old Payoff: **Group Attacks Performance Evils**

Publisher members of the American Society of Composers, Authors and Publishers will be given an opportunity to decide whether they want to return to the former system of classification at a meeting slated to be held at the Astor hotel, N. Y. tomorrow night (Thursday). Question is being submitted because the majority of the pub members on the ASCAP directorate are convinced that the present method of paying off largely on performances has produced an unhealthy condition not only for the mutic industry but for the stuture of the American Society. Sentiment regarding a change in classification is almost unanimous on the board. The abandonment of the present system, which became effective Jan. 1, 1985, would bring an end to the operations of the publishers availability committee, which has been a storm-center since the inception of the current method of repytiles allocation. Under the present system, performances count 50%, valiability or, value of a member's catalog to the Society rates 30%, will be seniority figures 20%. Matters of performances and seniority are strictly the mathematical concerns of ASCAP's bookkeping department.

See Badie Bands' Control.

Those advocating the return to the old system, which gives the board.

strictly the mathematical concerns of ASCAP's bookkeeping department.

See Radie Bands' Control

Those advocating the return to the old system, which gives the board sole authority to determine—how-much each member shall receive, contend that the change must be made if only to save the music business from coming under the control of broadcasting bands. No small perceive, or the latter, it is argued, are quoting to publishers how much they will collect from the Society on a hookup and suggesting that the band's co-operation should be worth some sort of split on such proceeds. Advocates of the old system, which est aside 25% for seniority, hold that the move would also discourage the infiltration into the music business of small concerns whose close-affiliation with band leaders put them in the position of going after eight-bar chorus on sustaining pickups; just so the publisher of the number can show a large accumulation of performances, with the value of the plug rated by ASCAP's bookkeepers as equal to the elaborate rendition of some other number.

With the old system in effect the

the elaborate rendition of some other number.

With the old system in effect the board members would analyze the comparative value of performances and credit each publisher with the authentic worth of such usages. A publisher with a hit might not get his rewards immediately in big measure but his subsequent upping in general classification would extend the ASCAP fruits from this hit over a long period of time. It is also suggested that the publisher facilion set aside a quarteriy purse for distribution among publishers of lower rating who had recently come through with song clicks. The writers in the Society have had this bonus system in effect for over three years.

years.
Popular and standard publisher groups in the American Society of Composers, Authors and Publishers have new appeals boards ready to a complaints against avail-

have new appeals boards ready to function on complaints against availability ratings in the event the publishers as a whole elect to continue with the present system of royalty allocation. The boards were chosen by votes of the membership.

Popular factions appeals board consists of Edward B. Marks, chairman; Raiph Peer, of the Southern Music Co., and Johnny O'Connor, of Words & Music, inc., while the standard group has Deane Preston, of B. F. Wood Music Co., Dr. Renato Cosselli, of G. Ricordi, and Max Winkler, of Boosey, Hawks & Belwin.

Johnny Mercer working with Harry Warren and Al Dubin on tunes for Warners' Garden of the Moon.

### Well-Hidden Melody

El Paso, Texas, March 15.
Well-known habit of swing
musicians to obliterate the melody has inspired station KTSM
to risk giving away \$1 bills
to members of audience that
can 'guess' the name of any
popular tune as jammed by
Frank Moser group.
Not many pay-offs.

### Ban Harmonica Group, Non-Union, as Hotel Pickup; Okay from NBC Studio

San Francisco, March 15.
Plans to pick up the regular NBCBlue and Red web programs by
Johnny O'Brien and his Harmonica
Hi-Hats from the Persian Room of
the Hotel Sir Francis Drake here
during the boys' current two weeks
of personal appearances went cold
when the musicians' union, Local 6,
nixed the arrangements.
Reason was that the mouth organists are not union members, yet the
boys' offer to join was refused, since
the harmonicas do not rate as musical instruments. Broadcasts originated, as usual in the NBC studios.

cal instruments. Broadcasts origi-nated, as usual, in the NBC studios.

### WARNER STAFFMEN **MOVED: GUMBLE JOINS**

Personnel of Warner Bros.' music publishing interests is being put through a periodic reshuffling and pruning. Up to yesterday (Tuesday) two contactmen had been let out in Cleveland and a third in Los Angeles, while. Nelson Ingham, manager of the Remick office in Chicago, had been given a traveling assignment through the middle west.

In New York Mose Gumble was brought in as general professional mgr. Art Schwarz, who has charge of all WB music activities along the west coast, is taking over the direct progration of the Harms' Los Angeles office, of which Lucky Wilburn abeen manager. Bobby Gross, who had been with Santly Bross-Joy, will assist Schwartz.

Gumble continues as president of Professional Music Men, Inc., but not in a salaried capacity. Los Santly will handle the details of this club under the title of business manager at \$150 a week until May 1, when the membership will decide whether it wants to make this arrangement permanent.

## M.C.A. Building Baptism On J. C. Stein's Birthday

On J. C. Stein's Birthday
Music Corp. of America and McA
Artists, Ltd. (the California subside
corporation) will try and open its
new Hollywood office building
April 26. Idea to coincide with
J. C. Stein's 42d birthday.
Stein and his wife are due in
N. Y, in early April for a quickie
before returning to their Beverly
Hills home. They just leased the
Douglas Fairbanks house.

### Union Eyes Halls

Union Lyes Italis

Philadelphia, March 15.

Musicians Local here has started on campaign to force rented halls to use only union bands for functions Move is result of concentration by non-union orchs on the halls for jobs, since hotels and niterics are almost solidly tied up by the AF of M. Halls will be picketed if they don't sign. One of the major spots on the list to be picketed is Mercantile Hall, headquarters for CIO, here, and the Federal Music and Theatre Projects.

# DON'T HELP SALES

Publishers Alarmed at Tendency of Orchestras to Crowd Nothing but Dance Choruses Into Radio Periods

### **VOCALS COUNT**

Publishers who still think that the major function of their business is to sell sheet music are decrying a practice which has made itself particularly evident among bands picked up by NBC from out of New York. Some of these sustaining combinations, are loading up, their programs with so many numbers that the exploitation possibilities of any of the songs are practically stifled.

of the songs are practically stifled.

Most of the crowding is due to the leader's efforts to take care of as many publisher approaches, both straight and devious, as possible. One band out of Pennsylvania last week carried 12 tunes within 12 minutes, while a New England pickup played 16 numbers in 21 minutes. It has become no uncommon thing for an orchestra to do as many as 18 tunes in 15 minutes, even though some of them are of the once-over-lightly sort and are tossed in so that some song plugger can help his firm make a showing on the weekly recap of the most played tunes on the networks.

works.

This practice of going after the instrumental chorus only, some of the indie pubs have warned persistently what will destroy the sale of sheet music completely within the next five years, if not somer. The plugs pile up in huge number over the course of a week but when an analysis is made of them it is found that the percentage of vocal renditions, which serve as the only stimulant for sheet sales, has been negligible.

Meanwhile the constant pounding

Meanwhile the constant pounding away at the melody over the air has produced a feeling of surfeit for that particular tune even before the lyrics have had a chance to insinuate themselves with the listeners, with the result that the publisher has no alternative but to drop this song and start working on another.

### ELMORE WHITE OUT IN ECONOMY WAVE

Elmore White is out as manager of the Paramount Music Corp. He got his notice Monday (14) with the explanation that it was part of a general economy move affecting Paramount Pictures' music interests.

White was brought over last August from the Robbins Music Corp. where he was professional mgr, to help expand Paramount Music's operations. The name had been changed from Popular Melodies, Inc. Paramount Music has been specializing in the scores of Paramount's musical lims. Famous Music Corp. is the parent organization.

### Conspired to Have Him Branded Lunatic'

Ira Arnstein's latest suit is for \$2,000,000 damages and the defendants named include the American Society of Composers, Authors and Publishers, the Songwriters Protective Association, the Music Publishers Protective Association, NBC. CBS. Gene-Buck, John G. Paine, E. C. Mills, Louis Bernstein, Irving Berlin, Inc., and E. B. Marks Music Co. Arnstein field the action in the Federal court, N. Y., last week.

He charges that the defendants have conspired to have other writers plagiatize his works, encourage the general stealing of his music and to have him branded as a lunatic.

# MUSICAL GALLOPS Petrillo in Candid Talk on N.A.P.A.'s Offer, His Philosophy and Methods; Calls 802's Treatment of Execs Bad

### Victor's Reply

Number of stations have quizzed RCA-Victor about the advisability of their taking out a license with the National Association of Performing Artists covering the broadcasting of phonograph records. The NAPA has made such license form available with a tee of \$1,000 a year being asked regardless of wattage and extent of use.

Victor's answer to the queries is that it has granted these stations the right to air the records unfit that time the manufacturer elects to order them to desist and that the courts have yet to determine whether it is the recording company or the artist that controls the commercial use of the disc.

### Bregman-Robbins Rivalry Called a Bit Too Intense By David Bernstein

David Bernstein, Loew-Metro v.p., huddled with Jack Bregman and Jack Robbins last week and 'advised' that it would be much better if the competitive Metro music publishing subsids, Feist (Bregman) and Robbins (headed by Robbins) didn't take it all so much to heart.

it all so much to heart.

In other words, while friendly rivalry all right, Bernstein preferred a greater entente cordiale existing between the two firms, rather than each trying to top the other. Bregman is g.m. of Felst's, which will have the exclusive Metro song publishing duties, and Robbins actively heads his own firm as well as the Miller Music Co., latter in turn presided over by Willie Horowitz, as prof. mgr.

### **PAUL MISRAKI TOURS** FOR MUSIC BIZ STUDY

Closer cooperation between American music publishers and foreign composers in the future is foreseen by Paul Misraki, 30-year-old French composer, who arrived in N. Y. from abroad last week for his first visit. Misraki feels that such action will result in bringing over foreign tunes oftener than in the past and with more profitable results to both publishers and composers.

Misraki facile composer of both popular and more serious music. He is here for a brief visit to get acquainted with conditions in American music publishing and the general show biz outlook. While here he will make a brief jaunt to Canada, where his composition, Tout Va Tres Bien, Madame la Marquise, holds the record disc sale of 500,000. His songs have frequently been sung by Jean Sablon, over NBC, and are also known in the U.S.

### Songwriter-Attorney Made ASCAP Member

Made ASCAP Member
Abner Greenberg, songwriting the
atrical attorney, has the distinction
of being the only lawyer ever elected
to membership in ASCAP at a recent
meeting of the Board of Directors.
Numbered among his songs is
"C'est Vous," which he wrote and also
published. Has specialized in conyright cases for many years and is
best known for his victory in the 'St.
James Infirmary' case argued before
the Court of Appeals five years ago.

### By BEN BODEC

By BEN BODEC

While the legal adjunct of the organization looked on with no small measure of misapprehension and bepuzzlement, James C. Petrillo, head of th: Chicago musicians union, toldsome 20 members of the National Association of Performing Artists at the Astor hotel, N.Y., Monday afternoon (14) that he would have to give much further thought to the problem of accepting the job of leader of the NAPA at a salary of \$100,000 a year The offer had been made him by Paul Whiteman and Fred Waring without apparently, the knowledge of the NAPA's general counsel, Maurice A. Speiser.

Intra-organization perplexity made

rice A. Speiser.

Intra-organization perplexity made itself patent at the opening of the meeting. Speiser, who preceded Petrillo with a review of the association's efforts in the courts, said that the small attendance was sheerly due to misunderstanding of Petrillo's errand. Speiser explained that the message he had received from Whiteman last week gave him the impression that Petrillo had a plan which was to be discussed merely with the NAPA's officers and board of directors; and it was to these that Speiser had directed his invitations. Earlier in the day Speiser's office had called Whiteman's office and taken exception to a release which quoted the tion to a release which quoted the salary offered Petrillo.

salary offered Petrillo.

In his opening remarks Petrillo made it clear that while the offer from the NAPA was an attractive one he was still a labor leader and strictly so. He stated that he was the highest paid labor leader in the country, that he would find it hard to break away from his leadership of the Chicago local and that he must devote a lot of time to the American Federation of Musicians' campaign to bring canned music under its control.

trol.

He would love the job of helping the musicians protect their property rights in phonograph records and transcriptions but he would have to weigh this assignment against what he already has. Petrillo estimated that the recording artists were losing between \$5.000,000 and \$5.000,000 of what is justly theirs from the use of what is justly theirs from the use of records by broadcasting stations and coin-operated reproduction machines.

Explains Station Fight

### Explains Station Fight

Rest of Petrillo's speech was devoted to retaining how be Chicago local and the AFM got 150 additional to their musicians on their local and the AFM got 150 additional stations to put musicians on their payrolls, adding \$2,013,000 to the come of the AFM membership, how the fought radio on the secondary boycott angle by, engaging outstanding corporation lawyers at a total oost of \$10,000 to render opinions on the issue and how the AFM plans to go after the film interests the same employment problem. He also assailed John L. Lewis and the CIO, telling how he outwitted this rival organization in making Chicago announcers, production men and sound effects men associated members of the Chicago Musicians Union.

Petrillo scored the members of the

the Chicago Musicians Union.

Petrillo scored the members of the New York musicians local for not paying their president, Jack Rosenberg, more than \$150 a week. He wanted to know how with this paltry salary they expected to have Rosenberg go up against men who are getting \$300.000 a year. Chicago union chief explained how he fights money with money. When the employers spend \$4.000 for a party, he tosses one that costs \$5.000. When they drive up in heir Lincolns he's right behind them with his own Lincoln. This philosophy of matching from with front ought to be applied by th New York local, Petrillo urged.

Johnny Mercer and Harry Warren collaborated on 'Day Dreaming' and 'My Adventure' for Warners 'Golddiggers in Paris,' in addition to six song numbers turned out for the song numbers turned out for the production by Warren and Al Dubin.

10

## A Slight American Accent

Town Hall, N. Y., Urges There Be No Walkouts at Foreigners' Lectures

Town Hall, N. Y., has been receiving squawks from those who attend the daily am. lecture sessions because some spielers with thick foreign accents can't be understood. In at least one case numerous walk-outs took place during the lecture. Recently, George Benny, director of Town Hall, announced that there would be several foreign speakers who would have heavy accents, urging those who would not stay for the entire session not to come. This was partially based on the above incident, but also explained by a spokesman for Town Hall with statement that inasmuch as the speakers might be somewhat unintelligible, it would be more courtely for the potential walkouts to be absent. Speakers referred to were Alexander Kerensky's case although English was new to him, he was complimented by Denny, who said it was the best lecture had heard at Town Hall. At Kerensky's last lecture in Town Hall, It years ago, he spoke in Rus. His talk March 4 was a self-out.

His talk March 4 was a sellvicki Baum, recently at Town
Hall, as a last-minute substitute for
Martha Gellham, was admitted by
Town Hall officials as having spoken
with 'continental candor,' yet, the
audience didn't bat an eyelash during her talk. At windup of her lecture she's said to have told audience
they had probably never listened tosuch an 'uneducated speaker,'
Denny, however, stated Miss Baum
was not uneducated, but 'unschooled'
a public speaker.

was not uneducated, but 'unschooled' a public speaker.

Stated by Town Hall spokesman that it's hard to tell what the speakers will be like as they aren't auditioned and are usually booked on the recommendation of their managers. Despite no auditions there are surprisingly few kicks. Most of those booked are w.k. lecture artists.

# **VERDI'S LOST** 'FLAME' PREEM

Berlin, March 7.
What is believed will be the first performance of a virtually unknown verdi opera, "the Sacred Flame," will be given some time this month at the Chemnitz opera-house. Score was written by the Italian composer in the early 1840s, some time before he penned his best-known 'Aida' and 'Rigoletto,' Julius Kapp. of the Real

and Rigoletto,
Julius Kapp, of the Berlin State
Opera, is responsible for the new
translation and adaptation.

Witmork announces

# On Two Texas Dates

San Antonio, March 15.
All local concert records were cracked here last night (Monday) by Grace Moore in a recital at the audi-Grace Moore in a recutal at the audi-torium. Gross of \$7.000 was claimed. Soprano also sold out the Tulsa auditorium last Thursday night (10), with 300 persons crowded onto the stage. Gross was rated at \$5.500, Ad-vance reports from Houston and Shreveport indicate sellouts there

# N. Y. CONCERTS

Metropolitan Opera is ringing down the curtain with a roaring crescendo this week. Expectation is to chalk up sellout every night. Past week saw tremendous biz, with an approximate \$71,000 clicking at

the turnstiles.

Josef Hofmann's three piano concerts with the Philharmonic at Carnegie Hall during the past week also was a romp for the ducat-sellers, while the Boston Symph, Serge Koussevitzky conducting, hopped on the cash register for good results in a brace of performances at Carnegie.

negie.

Estimates for Last Week

Metropolitan Opera Co., Met Opera
House. (3,580; \$7,4.50). (35th; week).

Seven performances; including oncless, estimated at \$71,000; one of the
best of the season; this is the last
week and sellouts each night experted for season's best stanza(Goetterdaemmerung Monday night (11), 'Lucia di Lammermoor' Saturday
afternoon (12) and Siegfried the
same night were heaviest last week.

Philbarmonic - Symph. Carnegie
Hall (2,760; \$3-\$2-\$1-75) (21st week),
Thursday night, Friday afternoon,
Sunday afternoon (10-11:13); conductor, John English (11), conductor, John English (11), conductor, John English (11), conming (12) was the usual sellout \$3,000.

Roston Symph, Carnegie Hall (2,760; \$3.30). Thursday night (10),
Saturday afternoon (12), took in
about \$11,000, good. Estimates for Last Week

### PLANE CRASH KILLS CAFE OF

West Palm Beach, March 15.

Herbert Pond, local nitery operator, was killed last week when plane
he was piloting crashed into canal
between airport and nearby golfcourse, and burst into flames.

Witnesses declared Pond had been

### Disc Reviews

By ABEL GREEN

By ABEL GREEN

Duke Ellington is at his ultra best with his two latest, Lost in Meditation and 'Riding on a Blue Note' in both of which he had a composing hand. The Ellingtonian brasses are prominently to the fore this couplet, more instrumental interpretations than foxtrots although suitable for both. Brunswick 8083, produced by Master (Irving Mills' recording unit).

It's billed as the Red Norve-Mildered Bailety Orchestra at the Hotel Commodore's Palm Room (N. Y.) but it's Norvo, solo, on the wear for Brunswick although the 'Mr., and Mrs. of Swing,' which is their billing, and also a real-lift alliance, are an expert jive pair. However, theirs is sweet swing, and wisely so, as xyloed units and shadout Music' (Adamson-McHugh), paired with 'More Than Ever,' a pophis is a sprightly foxtrot, couplet. Terry Allen, new baritone find of Miss Bailey's, solos 'Serenade' and she vocals 'More.' Miss Bailey gets a lot out 'The Week End of a Private Secretary,' novelty rhumba fox to by Merce-Hanighen, although and the swingsters. Norvo again with 'How Can You Forget!' and 'There's a Boy in Harlem' by Rodgers and Hart out of 'Fools' for Scandal,' with Miss Bailey again vocalizing both. Boy in Harlem' by Rodgers and Hart out of 'Fools' for Scandal,' with Miss Bailey again vocalizing both. Boy in Harlem' is particularly nitty ditty, and Forget' has an odd lyvicatract attention for that tune.

Rounding out of the Norvo family is Mildred Bailey and her Orchestra the time on Vacaling 3882 with

cat trick in the middle that ought to attract attention for that tune.

Rounding out of the Norvo family is Mildred Bailey and her Orchestraths time on Vocalion 3982 with swing versions of From the Land of the Sky Blue Water (Bberhart-Cadman) and Hammerstein 2d-Romberg's Lover, Come Back to Melence 52d street idiom of swingin' the text of the control of the Sky Blue Water (Bberhart-Cadman) and Hammerstein 2d-Romberg's Lover, Come Back to Melence 52d street idiom of swingin' the text of the control of the street in the standards. Ever since the dusky Maxine Sullivan came to attention with Claude Thornhill's Scotch swingo, Loch Lomond' and 'Annie Laurie, they're diggin' into the files for classics. Incidentally, on the subject of singers with bands, not many may realize how few girls have come out of bands although having a world of opportunity, Miss Bailey is one, originally with Paul Whiteman who gave her her opportunity, as he later did with Ramona. It is nother; Harriet Hilliard (Mrs. Zozie Nelson) another, with her husband's combo, but there aren't a dozen all told. This is especially surprising in view of the femmer are opportunity, having a name combo usually for spotlighting, plus the fact that any girl must look twice as good backed up by a bunch of bandmen.

Talking of Maxine Sullivan, Vocalion 3993 offers her with It's

Talking of Maxine Sullivan, Vo Talking of Masine Sullivan, Vo-cation, 399 offers her with "It's Wonderful" and "You Went to My Head," backed by Claude Thornkill's band. This arranger now heads his own sub-combo for recording al-though he's also with Paul Whiteman on the Chesterfield program. Miss Sullivan swing-sings for Vocalion, which is a Brunswick subsid. (She's since been lured away by victor and the part of the work of the work of the Thornhill band technique. Miss Sullivan is a West 526 street prod-uct (still a fave at the Onyx Club) who has become a bit of 'vogue with the swingopholes.

with the swingophots.

Decca has a novelty on No. 1888, the inevitable Bei Mir bd.s., only Nile, Menender, plays it as a conga, Nile, Menender, plays it as a conga, which was not been also been al

smart boile novelty idea.

Another disk novelty Victor

53788, a two-sided marathon of extra choruses of the clever RobinRainger ditty. Thanks for the
Memory, by Lewis (Red) Evans and
the Boys. Evans does the vacals,
and the extra verses are exceedingly
vell-phrased lyrics tashioned by Leo

Robin. Evans lends much to it also
with his novelty style.

Ulfra victor on Remarket.

Robin. Evans lends much to it also with his novelty style.

Ultra swingo on Brunswick 8090.

Ultra swingo on Brunswick 8090.

also a Master recording, by Hudson-DeLange orchestra. 'I Know That You' Know.' the old Youmans tune, paired with 'I Never Knew.' Br. 8087 offers Teddy Wilson's smooth swing style with 'Miss Brown to You' and 'Sweet Lorraine,' Billie Holiday vocalizing the first. Wilson is of the Benny Goodman organization. which band now comprises a medicy of maestros. Fowell has his own combo; Goodman has two, the major band and the Quartet; Llong-Hatper of the control of the

# Disc 'Best Sellers' Doctored

Phonograph record company reports of best sellers are a gag hence Variety stopped publishing them. This into is in answer to a number of inquiries, notably from the college kids who had been following this information in Variety but suddenly missed it.

Disk malcers were supposed to supply the info, accurately, and the department was revived in this paper at their request. But if was soon discovered that their best-sellers constituted what were to be the forthcoming releases. Asked how come, the phonograph companies aver that their best-selling was determined by advance orders on this or that fave artist, without regard to the title of the songs or their superfor manner of recording.

Since it's always been the quality of the number, after it's on the market, that determines a true norm for measurement in sales, the listing of best sellers was summarily dropped by Variety. This is also the first reason given the diskers as to why their psuedo-best selling lists are deemed a gag.

# Inside Stuff—Music

Jack Robbins had contracts all drawn up for Al Dubin to resume an old writing partnership with Joe Burke and go under the 20th Century-Fox banner when Dubin's present partner, Harry Warren, put in a long distance phone call from Hollywood. Warren told Dubin, who was in Florida at the time recovering from a medical going over that he better accept his renewal from Warner Bros, right away because the studios were talking about clipping songwriter salaries.

Dubin advised WB that he was remaining with it, leaving Robbins with nothing but souvenirs of a deal that didn't hatch, among the first of Hollywood songwriting teams.

Shapiro, Bernstein & Co. has obtained the rights to 'Yancey Special' the swing novelty which attracted the attention of band leaders after Bob Crosby had recorded it for Decca, and assigned them to the S-B subsid, the Skidmore Music Co. Shapiro-Bernstein located the writer of 'Yancey.' Meade Lux Lewis, ex-car washer, in Chicago, following extensive adversing for him in Afro-American newspapers. Famous Music Corp. and Warner Bros.' publishing interests were also looking for Lewis at the time. Lewis had left the number with Decca and some time later Crosby agreed to use it for the other side of one of his recordings. Shapiro is now claiming back royalties from Decca.

When Horace Heidt, as a stunt on his Alemite radio commercial frankly told how Maria Griever, 56-year-old songwriter had difficulty getting music publishers' ears, he then performed her waltz composition, Ti-Pi-Tin' (lyric by Raymon Leveen). That did get the ears of Chester Cohn and Jack Bregman of Feist's which now has a hit on its hands, having sold 50,000 copies in three weeks or so. Mmc Griever, Mexican vocal coach, had one fair song, What a Difference a Day Makes' published by Marks, but otherwise had to have her Stuff privately printed in the main. Delaportal published 'Ti-Pi-Tin' originally, although she owned the copyright and rangfarred it to Feist

David Hoffman, mentioned in last week's issue in connection with 'I Love to Whistle,' song from the new Deanna Durbin pie. 'Mad About Music,' is no relation to the David Hoffman in the New York cast of 'Brother Rat.' Actor Hoffman, however, has a songwriting brother, Al Hoffman, who by coincidince did a musical comedy called 'This II Make You Whistle,' produced in London during 1936. He also composed the tunes for 'Going Greek,' another tuner which opened last September and is still running in the West End

Robbins Music Corp. has acquired the rights to the copyright renewals of all Henry R. Stern's compositions. Stern, who wrote under the name of S. R. Henry, specialized in instrumental novelties, of which 'Indianola' and 'By Heck' are samples.

Copyrights to the 'Henry' tunes are now controlled by E. B. Marks, with the purchase years ago of the publishing firm, Joseph W. Stern & Co. Henry was Joseph's brother and partner.

Ed Fox Objected on Behalf of Earl Hines, Fletcher Henderson

Ambitions of Joe Glaser of Rock-well-O'Keefe office to corner colored bands around town were stymied this week when deals with Moe Gale and Consolidated Radio Artists were, ash-heaped.

ash-heaped.
Siymie came when Gale and CRA
walked. Ed Fox in Chicago, Glaser's
former partner, didn't want his Earl
Hines and Fletcher Henderson tied
up that way. CRA reps him in east.
Gale has Chick Webb, Teddy Hill,
Erskine Hawkins and the Savoy Sul-

Erskine Hawkins and the Savoy Suttans.
Entrance of Music Corp. of America into field on large scale with possibility of takeover of Irving Mils
attractions, including Cab Calloway
and Duke Bllington is believed to
have prompted Claser's plans. Mils
has already talked to Bill Goodheart,
N.Y., p. of MCA, who is in touch
with prexy J. C. Stein on the Coast.

### RITZ-CARLTON WARM TO TAKE NEGRO BAND

Deal in the works for Chick Webb to go into the Ritz-Carlton hotel, Boston, after he exits Levaggis nitery where he was recently re-newed. Possibly some time in

August.
Will be third time any Back Bay Will be third time any Back bay hostelry has gone for Negro attraction. Noble Sissle and Count Basie at same spot last year. Effect of Basie's poor showing has to be broken down to cinch booking which is beginning to look good.

### NEGRO BAND DEAL COLD | DRUMMERS SALUTED BY WHISKEY BRAND

Part of Benton & Bowles agency's new publicity drive for Calvert Whiskey's Old Drum brand series of giveaways to country's ace dance band drummers. Boys get miniature gold drums for their ac-complishments.

complishments.

Number one of the recipents was Horace Heidl's rhythm beater Bernie Mattinson, Received his as Billmore hotel, New York, March 11, where crew is appearing. Emory Kenyon of Hal Kemps' aggregation is next in line with Gene Krupa, et al; about a dozen in all, also due.

### Gene Krupa with MCA

After dickering with Rockwell-O'Keefe, Gene Krupa, who was feature with Benny Goodman, signed up with Music Corp, of America as exclusive managers. Art Machaud will personally rep Krupa, Machaud also handles Tommy Dorsey and Bunny Berigan, working through MCA.
Krupa has auditioned Joe Haymes crew as his prospective orchestra. Haymes is also responsible Tommy Dorsey's crew. Has a penchant for pedding what he has built. Considered of ace musician gatherer-suppers.

Ken Martin, former musical direc-tor at station WWSW in Pittsburgh, has set his cocktail trio at the Hotel Henry in Pittsburgh.

SOMETHING TELLS ME SISSY THE OLD APPLE TREE

MOSEGUMBLE

GENERAL PROFESSIONAL MANAGER Presenting

TWO SHADOWS

FEELING HIGH AND HAPPY JUST A SIMPLE MELODY

M. WITMARK & SONS R.C.A. Building, New York HAROLD LEE, Professional Manager

## 15 Best Sheet Music Sellers

(Week ending March Thanks for the Memory	Paramount
·Whistle While You Work	Berlin
There's a Gold Mine in the Sky	Berlin
*Heigh-Ho I Double Dare You	Berlin
I Double Dare You	Shapiro
Ti-Pi-Tin	r elst
Dipsy Doodle	Lincoln
Goodnight, Angel	Berlin
Ten Pretty Girls	
Cuper Told Me	Crawford
+I Can Dream, Can't I?	,
Sweet As a Song	
On the Sentimental Side	Select
*On the Sentimental Side	Select

### On the Upbeat

Bed Niehols started a series of name bands into the El Patio Ball-room, Frisco. Swing fans in the bay city organized the Esquire Club in an effort to get more outstanding bands to play at this dancerie. Fu-ture prospects include Bennie Good-man, Tommy Dorsey, Jimmy Grier and Glen Gray.

Chick Webb stays four more weeks on his first ofay nitery date at Le-vaggi's in Boston. Exits April 7.

Larry Clinton band into Glen Is-land Casino, N. Y., May 26.

Mal Hallett set for Playland, Rye Beach, N. Y., June 10. D'Artega making transcriptions for

Dell and Hamory band, Meyer Davis unit, holdover at the Com-munity Lounge, Binghamton, N. Y.

Wayne King's theatre tour hits Earle, Washington, April 22; Hippo-drome, Baltimore, 29; Earle, Phila-delphia, May 6; Stanley, Pittsburgh, 13, and Palace, Cleveland, 20.

Clyde Lucas preems at Beverly Hills, C. C., April 1 for four weeks. Hás an NBC wire, Jack Denny pre-cedes Lucas.

Carl Freed's harmonica crew being handled by Rockwell-O'Keefe now.

Al Denahue booked for Roosevelt hotel, N. Y., opening March 25.

Charles Richter, formerly enter-tainment manager for Drake hotel, Chicago, now with Rockwell band department.

Virginia Beach, Va., also signed by CRA for hot spell. Lanf Thompson hits latter first. Blue Barron follows.

Teddy Hill bows at Roseland ball-room, Brocklyn, N. Y. April 16. Willy Bryant follows Hill at Savoy ballroom, in Harlem, N. Y. C.

Lang Thompson stays at Black-tone hotel, Ft. Worth, Tex., until

Romany Trie open at Statler hotel, Detroit, March 14 for CRA Second Statler booking for CRA. They follow Three Noblemen.

Gray Gordon Into Merry Gardens ballroom, Chicago, March 17 for four

Ferde Grofe preparing for his guest conducting of RCA Magic Key show March 20, and for second con-cert at Carnegie Hall, N. Y., March

Earl Hines plays Temple Roof Baton Rouge, La., April 18.

Russ Morgan's new ditties 'Memphis Chatter,' 'Garden Dance,' Flower of Dawn' and 'Chasing a Mouse, published by Robbins and recorded by Brunswick this week, Uses four piece combo.

Lee Morse has completed six sides for Decca and gets in from Chez Ami, Buffalo, for a N. Y. nitery date this week. Flew in to make platters.

Jack Bain's orchestra has opened an indefinite engagement in Deser hotel Roundup Room nitery, Spo

CRA will book Elitch's Gardens, sky orchestra renewed at Hotel Assumer's bookings. Terrace Beach club, late the Garbo restaurant, N. Y.

### Weldon orchestra into Armando's, N. Y. last week.

William Farmer returns to Prome-nade Cafe, Radio City, N. Y., June 14, for third consecutive season.

Irving Siegel's crew located at Pine Inn nitery, Hollywood, Fla., for the

Dean Hudson's Florida Clubmen have a Yankee Network and a Co-lonial Network wire from the Nor-mandie Ballroom, Boston.

Blue Barren to make Warner short and Victor recordings.

Duke Ellington to record score for new Cotton Club show, which he wrote entirely, for Brunswick.

King's Jester's get their first Mu-tual net break from William Penn hotel, Pittsburgh.

Joe Haymes moved into New Penn, Pittsburgh, March 11, for four-week stay, replacing Carl (Deacon) Moore, Placed by Joe Hiller for CRA.

Larry Clinton has been booked to open at the Glen Island Casino, Pel-ham, N. Y., May 26, through Rock-well-O'Keefe.

Lawrence Welk returns to William Penn Hotel Grill, Pittsburgh, March 28, for an indefinite stay, replacing King's Jesters, who move to Rain-bow Grill in New York.

Jan Fredrics at Boulevard Tavern, Elmhurst, L. I., N. Y. Also gets a spot at forthcoming World's Fair.

Larry Lee into Peabody hotel, Memphis replacing Jack Crawford.

Paul Pendarvis succeeded Jimmy Joy's crew at Claridge hotel, March 14. CBS wires spot.

Billie Holliday has quit Count Basie's band for Artie Shaw's crew as vocalist

Kay Weber has exited the singer spot with Bob Crosby's band.

Lionel Hampton being proposi-tioned by Joe Glaser and Rockwell-O'Keefe to form own crew. He's vibraphonist with the Benny Good-man quartet.

Louis Prima orchestra renewed at the Famous Door, N. Y.

Eddie Duchin checking out of the L. A. Cocoanut Grove March 21, will do a series of one-nighters along the Coast before starting his engagement at the Palmer House, Chihcago.

Rita Rio plays Michigan theatre, Detroit, March 25 for week. On April 2 she moves to New Kenmore hotel, Albany, N. Y., for location with NBC wires.

Ann James Melodears, cocktailers, set. at Tavern, Steubenville, O. Opened March 14.

Lou Breese stays at Nicollet hotel, Minneapolis, for four more weeks starting March 20.

Harry Herlick set to record for Decca via CRA.

### GIRL BAND BOOKER MAY GO WM. MORRIS

Frances Foster (nee Fishman) has secured a band booking license number 1929 and has opered her own offices. She quit Sam Stielel's office this week where she went from Radio Orchestra Corp. formerly known as the Orchestra Corp. of America. She is sister to Frank and Ed-Fishman, latter formerly head of ROC and now with Consolidated Radio Artists.

Girl-booker's roster; includes personal repoling of Blanche Calloway.

Girl-booker's roster includes per-sonal repping of Blanche Calloway, Paul Tremaine and Jerry Livingston. Will do personal repping mostly. Also has a deal on with the Wil-liam Morris office to go into latter's new band department, but not to head same. Morris office is now con-sidering her proposition to come over and bring in her bands as well. Lou Wolfson will probably head that dept. for Morris.

# **Using Book-of-Month Principle, RCA** Victor Launches 'Membership' Drive

### Ray Ventura in London

Ray Ventura, regularly, appearing at his own cafe in Paris, will fly to England on March 26 to appear with his orchestra at a special concert at the Odeon, Gulldford, suburb of London. Betty Allen, American singer with the outfit, will also make

singer with the outfit, will also make the trip.

Besides the Odeon date, Ventura will broadcast for British Broadcast-ing Corp. on March 28 and wind up with a recording stint for Columbia the following day (29). Efforts are being made to have the broadcast short-waved to the U. S.

# 802 REPLY IS DUE FRIDAY

Attorneys for Local 802, Association of Musicians of Greater New York, were given-unit Friday. (18) to file briefs with Supreme Court Justice Levy in answer to the suit brought by 11. of its members, for business they answer on the sun-brought by 11 of its members for an injunction to stop the local from going through with the plan to hold its members to one engagement a day. Plaintiffs claim move would be unfair to those who are mem-bers of popular orchestras which do two and sometimes three appear-ances daily, resulting the mem-bers receiving weekly incomes three and four times greater than the \$55 which the resolution passed by the local would allow.

local would allow.
Aftorneys for the local contend
the resolution was adopted to aid
unemployed members who otherwise
would obtain work, but for a few.
who are grabbing all the jobs.

Peter Tinturin and Jack Lawrence have been assigned by Republic to cleff the song numbers for Stormy Weather' and Sing Your Way Out.

Camden, N. J., March 15. Book of the Month Club idea will be employed by RCA Victor to boost be employed by RCA Victor to boost sales of records. Thomas: F. Joyce, advertising manager, explains pro-motion centers around a unit named the Victor Record Society, for which membership will be solicited at 56 per annum. Joiners must purchase also, \$9 worth of Victor recordings to each in on benefit, of membership.

to cash in on benefit of membership.

Latter includes the receipt of a
brand new reproducing instrument
for radio attachment which lists at
\$14.95. Monthly bulletin, and a book
entitled 'The Music America Loves
Best,' as well as to 'correspondence
privileges,' or the right to request
advice from the RCA Victor Director
of Music, added.

of Music, added.
Additional aspect, almed at attracting a flow of steady record customers, provides that for purchases annually up to \$60, made at the rate of. I a week minimum, society members will receive a dividend of \$1.50 in Victor records for every \$15 outlay. Premium will come out of dealers' pocket, in return for assurance of volume.

of volume.

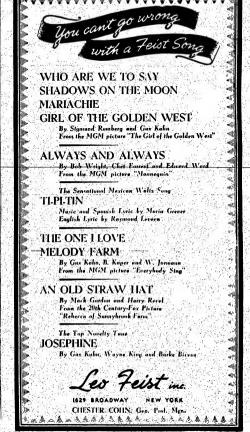
Extensive plans have been made by RCA Victor for publicizing the Victor Record Society. Include space in company's Listen' of cooperative plans involving wholesalers and retailers, and through RCA Magic Key network broadcasts and sectional programs, heard six nights week over nine radio stations. Streamers, displays, broadsides, and monthly direct mal solicitation will also find a place, the promotion schedule.

Company's official optimist, trans-

Company's official optimist, trans-lating the Wilmington results, sug-gests national expectations of 120,-000 Victor Record Society members, and \$8,280,000 in Victor Record sales.

### BALTO'S RECORD OF SALE

Baltimore, March 15. Single seat sale for local Met Opera Single seat sale for local Met Opera three-day due Monday (21) resulted in an all-time record advance sale with \$40,000 rolled up. Previous high, \$18,000.



# BERLIM·BULL

RADIO CITY REVELS The Greates Score in Years GOODNIGHT, 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

HEIGH-HO! (The Dwarfs' Marching Song) SOME DAY MY PRINCE WILL COME WITH A SMILE AND A SONG WHISTLE WHILE YOU WORK THE SILLY SONG (THE DWARFS' YODEL SONG) BLUDDLE-UDDLE-UM-DUM Washing Song)

The "Home on the Range" of This Generation THERE'S A GOLD MINE IN THE SKY

HARRY LINK, Gen. Prof. Mgr.

IRVING BERLIN, Inc., 799 Seventh Ave N. Y

# Theatrical Wardrobe Union Opens Drive to Organize Niteries in N. Y.

Theatrical Wardrobe Attendants Union, local 16770, is starting a drive to organize niteries this week. Hotels with floor shows will also be

drive to organize niteries this week. Hotels with floor shows will also be hit.

Union heads will meet Ralph Whitehead, prez of American Fedration of Actors, to outline plans for cooperative action. Wardrobers say they do not want to force extra heavy costs on close-margin nitery operators, but will bargain collectively for whatever spots can afford. So far they have only two New York niteries—the Casa Manana and the International Casion—with eight members in former and five in latter. Paradlse will come into fold when new show opens March 20, union states. All other niteries believed able to afford the wardrobers will be picteted on refusal to join.

Union has about 300 members in the New York chapter, about 120 of whom are working. Quick B'way flops this season reason employment has been so irresular. Sceneryless plays and small-cast productions have hurt, too, so union decided to go out after other fields. Has all legits except. Yiddish theatres has prompted meeting in couple of weeks of two unions for some understanding.

Theatrical Costume Workers, local 21313, also started drive Monday (14) to line up its workers and allied

21313, also started drive Monday (14) to line up its workers and allied branches. Both unions are American Federation of Labor affiliates.

### Richman, Durante Due For Chi's Chez Paree

Chicago, March 15.
Harry Richman returns to the Chez Paree nitery for three weeks starting April 1.

Jimmy Durante, slated for six weeks, will follow.

### WATCH FOR ME

WAICH FOR ME
Hollywood, March 15.
Dub Taylor, vaudevillian, has been signed by Frank Capra for a part in Columbia's picturization of You Can't Take It With You.'
Role marks film debut for the Oklahoma comic.

### Bell's Hawaiian **Follies**

WEEK MARCH 18 PALACE, CLEVELAND

Mat. BOB HICKS PAGE ALTOONA, PA.

### **COMM'R MOSS FAVORS NEW AGENCY STATUTE**

Albany, March 15.
N. Y. License Commissioner Paul
Moss, appearing before the Senate
nance committee Monday (14). Moss, appearing before the Senate finance committee Monday (14), urged the regulation of radio and chain booking offices. The license commissioner's first appearance of this nature was in connection with the hearing held by this committee on the Ostertag-Howard and Feld commissioner's first appearance of this nature was in connection with the hearing held by this committee on the Ostertag-Howard and Feld bills affecting employment agencies. These measures would place the jurisdiction of agencies under the control of Industrial Commissioner Andrews. However, by terms of the proposed legislature, theatrical or radio broadcasting booking offices, operated or controlled by a corporation which itself or through subsidiaries or affiliates owns or operates 20 or more theatres, or a network system of radio broadcasting or television including recordings, would be exempt from the provisions of the bills. Commissioner Moss feared that without regulations the chains would set up their own booking offices and many evils would result that would eventually have to be regulated. While these bills are of importance, if passed, to the smaller booking agents, the usual apathy of the amusement field was evidenced. Representatives of employment agencies, nurses associations, business schools and various other affected fields spoke on the bills, but not a single representative of the amusement field appeared in opposition. The opponents of the bills were marshalled by Mrs. Sarah Atwood, president of the Metropolitan Association of Employment Agencies. George Meaney. of the Slate Federation of Labor, sponsors of the bills, was in charge of the proponents.

### ZaSu Pitts Asks \$4,000 For Eastern Personals

TO Describe the Control of the Contr

### LOSES RUM LICENSE

LOSES RUM LICENSE
Philadelphia, March 15.
License of the Ubangi Club here
was revoked Friday (11) by the State
Liquor Control Board, Harvey Lockman, nitery's operator, which runs
hot colored shows, was charged with
refilling liquor bottles and selling
after hours. He immediately appealed. Until the case is heard, he
will remain open.
Lockman was acquitted of refilling
bottles by a jury several weeks ago.

### Dave's Blue Room Pinch For After 4 A.M. Seiling

Dave Klockner, who operates the nitery. Dave's Blue Room, 791. Seventh ave., is scheduled to appear in Special Sessions court. N. Y., to answer the charge of selling liquor after hours. Dave's apparent downfall was due indirectly to an unamed girl acquaintance of Detective August Gunther. The officer met the young woman at the Hotel New Yorker early one morning last week and she suggested having a drink. It was after 4 a.m., time for closing, but she suggested going to Dave's place. It is claimed the couple had no trouble in obtaining stimulants at 430 a.m.

4:30 a.m.

The officer decided to do his duty and placed Dave Kleckner and two employees under arrest, charged with violating the ABC law. In West Side Court Magistrate Dreyer discharged the two employees but held Dave in \$500 for trial in Special Sessions.

### AFA GETS FORMAL OKAY FOR CHORUS GOVERNING

Formal charter covering jurisdiction of chorus members in vaude-ville and night clubs has been awarded the American Federation of Actors. Action was 4aken by the national board of the Associated Actors and Artistes of America at a regular meeting in New York, Monday (14).

Before receiving the award, AFA heads definitely agreed to the final conditions governing the Four A's decision. Jurisdiction had previously been held by the Chorus Equity Assn., but was taken from that body after a long and bitter 1ght. AFA already represents principals in the vaude and nitery field.

### Theatre Authority **Curbs Chi Benefits**

Chicago, March 15.
Hotel niteries using their variety, acts to work gratis at benefits in the hotel have been notified by Alan Corelli, Theatre Authority head, that the practice is forbidden according to TA'rules.

Since establishment of a TA office is the control of the cont

in Chicago, the outlaw bene been curtailed considerably. outlaw benefits have

### **Howards Due March 24** At the Versailles, N. Y.

At the Versailles, 14. 1. Willie and Eugene Howard go into the Versailles, N. Y., nitery, on March 24 for two weeks. Their last Manhattan night club date was also at the Versailles, making a fornight stand there in March, 1936.

### Philly's New Cafes

Philadelphia, March 15.
Philadelphia nitery field to becrowded with two reopenings within
next week-and-a-half. Evergreen
Casino, swanty suburban hotchery,
will light tomorrow (16) night after
being closed for several months.
Mario Villani; former manager of
Rite-Cariton nitery and of the
Anchorage, will put on the shows.
Spot owned by Harold Larzalere, exauto racer.

### Detroit's Swing Battle

Detroit, March 15, March 15, Michigan theatre has skedded Battle of Swing for its stage offering starting March 25, Besides Eduard Werener's pit bind, engaging musical battle will be Rita Rio and her all-girl ork and Happy Felton's band.

### Paradise's New Show

Bunny Berigan's orchestra heads the new show opening at the Para-dise restaurant, N. Y., Sunday (20). Acts include Lionel Rand and his boys, Barbara Parks, Liberto and Owens, Alan Carney, McNallie Sis-ters, Grand Quartet and Jonny Coy.

### BOSTON CURFEW REQUEST

BOSTON CURFEW REQUEST

Boston, March 15.

Local niteries are seeking extention of the 1 am. liquor curfew.

Tom March amanger of the Penthouse and Dinty Moore's restaurant,
led the plea before the state legal
committee at a recent hearing.

Nitery owners are asking a 2 am.
curfew for liquor sales.

# Nitery Reviews

### Blue Fountain Room (LASALLE HOTEL, CHI.)

Chicago, March 13.
Marjorie Whitney and Dictators

Orch.

Marjorie Whitney used to be with the King's Jesters and established herself this room during more than a very strict this room during more than a very strict than the vary strict than the value of value of the value of value of the value of value of the value

### **BLUE ROOM**

(ROOSEVELT HOTEL, N. O.)

New Orleans, March 13. Ethel Shutta, Enrico & Norvello, achelor Quartet, Ran Wilde orch.

Bachelor Quartet, Ran Wilde orch.

Seymour Weiss has assembled a show with plenty of genuine entertainment to lure the natives and Carnival visitors.

Topping is Ethel Shutta, who doesn't let her audience down at any time with her songs. Customers give her a big palm.

Enrico and Norvello, dance team, are far superior than in former appearance. Score heavily. The Bachelor Quartet display a nice sense of harmony and present a takeoff on the WPA Escort Service that brings applause.

Ran Wilde and his orchestra provide the dance usic. Aggregation runs to the sw et and low type. Individuals from the orchestra because the sweet and overly numbers which hit the appt.

### **NIXON CAFE**

(PITTSBURGH)

Pittsburgh, March 13. Herman Middleman orch, Harry Stevens, Patsy Ogden, Rene & Char-lotte Ayres, Willie Solar, 2 Georges, Angelo Di Palma.

Tight little show and as good as anything that's being peddled around here in the nitery belt. Made up for the most part of standard vaude acts and m.c. d briskly by Harry Stevens, it minutes of fast, zing enterprise to the standard with Stevens of endless assistance.

and inc. to thank of the control of

### Atlantic City's Sapolio Also Cleans Out Patrons

Winter season for Atlantic City is e worst the resort has experienced

Cause of the biz chill is ascribed Cause of the biz chill is ascribed largely to the recent. G-men's clean-up of the formerly wide-open shore resort: Vice and gambling sapoliohas caused plenty of convention cancellations.

### AFRIQUE TO ENGLAND

Afrique, British mimic, whose last American engagement was at the Rainbow Room, N.Y., sailed sud-denly for England last week, ac-companied by his manager, Bobby Coodman Goodman.

Goodman.

Set for a six-week stay abroad
and returns latter part of April prior
to a South American tour.

won't let him off without at least half a dozen songs.

Herman, Middleman's dansapation of a high order and getting better, Stevens has the mob with him so whole-heartedly that he gets 'em to join in; a flock of rousing community sings to his crack banjo accompaniment. Nixon's still getting that four ment, of the still getting that four highest policy—but nobody's complaining policy—but nobody's complaining Cohen.

### **PENTHOUSE**

(BRADFORD HOTEL, BOSTON)

Boston, March 13.

Lee Elliott Orch, Paul Marin,
Hayes, Haig & Howe, Phil Bayon,
Natalie & Darnelle, and 18 Girls.

Natalie & Darmelle, and 18 Girls.

Tom Maren's Art Models Revue is the town's most lavish show, first time in Boston niterydom that a four-week show has been set. Nut's big and so is the cast. Business good. Outstanding is the adago team, Natala and Darmelle, who are class town to be a four-week set of the comparison of the cappose of the comparison of the cappose of customers on the bare backs of the girls. Entertaining stuff.
Comedianing of Hayes, Haig and Howe is flimsy. Only amusing bit is their participation in the gaggeg, upversion of the cage for drunks idea, instituted by Mayor William E. Kane, of Woburn.

Phil Bayon's worbli warms up

instituted by Mayor with the control of Woburn. Phil Bayon's worbli warms up as the show moves on. He does a sumbers, Girl on a Magazine Cover. You Gotta Have Girls' and You're My Model. Ponies (12) are okay, although six paraders need doctoring on strutting. Charles Elbey produced. Show's ambitious and can be shaped into a nifty. Norm.

### **BILL GREEN'S** (PITTSBURGH)

Pittsburgh, March 13.
Leighton Noble's orch, Edith Caldwell & Chick Floyd.

Bill Green's, 10 miles from heart of downtown, is one of the most successful operation of the kind in the control of the state of the s

### "ALWAYS WORKING" AL. ROBERTS

rch 14—Rialto T. Danville, Va.
15—Wilson T. Wilson, N. C.
16—Center T., Rocky Mt. N.C.
17—Faramount T., Goldsbore,
18, 19—State T., Raleigh, N. C.
21, 22—National T., Greensbore,

### CLARK DENNIS

NOW APPEARING AT

CHEZ PAREE, CHICAGO Mgt. NBC

DONALD STEWART

### SIDNEY FISHER

PICCADILLY, LONDON, ENG.

BACK HOME AGAIN

## DOLLY KAY

ROYALE FROLICS, CHICAGO

Girl Ice Skaters Wanted Once for Skating Ballet

Immediate production: Only ice show will tour all year around. Also inter-'In neverty ice performers. Send pic-and full perticulars, at once. All com-lections handled in strictest confidence.

IRVING JAFFEE

### PETTY

SONG INDIVIDUALIST WEEK MARCH 4 WEEK MARCH 1 CHICAGO

ORPHEUM, OMAHA Exclusive Management: WILLIAM MORRIS AG NOY

LUBIN SIDNEY H. PIERMONT BOOKING MANAGER

LOEW BLDG. ANNEX

160 WEST 46TH ST. NEW YORK Bryant 9-7800

The THEATRE of the STARS

# Int'l Casmo on B'way Needs Capital, Despite \$30,000 a Month Profit

The International Casino, on Broadway, making some \$30,000 clear profit on its operations since opening early last fall, is currently experiencing a need for additional capital, Jerome Wilzin, attorney for the BMO Corp. (Louis J. Brecker, Joe Moss, and George Olsen, whose initials are represented in the corporate name) is handling the details for issuance of more preferred stock, chiefly to its present holders. Idea to float additional ready cash since the amortization of an investment which has run in excess of 600,000 has been constantly draining the cash reserve.

The International, newest of the niteries, has been grossing \$50,000 a week, and better some weeks, but that's what the place needs to break. The original plans called, for a \$225,000 to \$250,000 investment which the amortization over a two-year period could well have taken, care of. But with the nut running into \$600,000, the steady cash drain opay off the investment left the management in an increasingly lower cash flux every month.

Idea now is to extend the repayment of loans, first preferred stock (which includes many dealers), etc., and readjust the everhead.

Meantime, a notice is up for April 9. At that time the Music Corp. of America, whose president, J. C. Stein, originally put in \$1,000 cash sa a loan, may book in its International Ice Revue, a portable rink show, headed by Maribel Vinson Georgie Hale staged it and it's currently playing the vaudifiners.

Another idea is to resurrect two or three production numbers, which were crowded out of the current Pierre Sandrini-Jacques Charles revue, Bravo', and refurbish the Frenchy girl show as a summer divertissement until Sandrini-Charles bring over a new production in the fall. If the latter idea obtains, which Continued on page 45)

bring over a new production in the fall. If the latter idea obtains, which (Continued on page 45)

### HITCH IN H'WOOD, N. Y., DEAL WITH BECKER

No deal for the leasing of the Hollying restaurant, N. Y., premises has yet been set, though negotiations between Joseph Becker, former Detroit mitery operator, and the Central Hanover Bank, trustee for the Juilliard estate, landlord, were continued last week. Understood that prospective tenant wishes certain concessions in the terms for the summer months, and that this has been holding up final inking of the lease.

This calls for rental starting at \$50,000 for the first two years scaled up to \$60,000 the fourth and fifth years.

### Grove, L. A. Nitery, Signs Bergen, Lamour and Kay

Bergen, Lamour and Kay

Los Angeles, March 15.

Heaviest talent payroll in years
has been booked by Ambassador's
Cocoanut Grove for a stretch starting
March 22, when Edgar Bergen,
Herbie Kay's orchestra, Donothy, Lamour and Alec Templeton, blind
plainist and composer, take over. Miss
Lamour is Mrs. Kay.

Deal for Bergen calls for Tuesday
shot Thursday nights, Following
Kay, whose run is indefinite, Grove
will bring in, Leo Reisman, Freddy
Martin and Wayne King.

### Spanky's Loew Time

Spanky & Loew I ime
Spanky McFarland, Our Gang'
youngster, booked for some New
England Loew time that is regularly
straight-film. Plays four Connecticut towns, Meriden, New Haven,
Waterbury and Bridgeport, on successive days, starting March 24.
Prefacing the Loew dates will be
four days in Hartford, opening March
17. Teamed with McFarland will be
Jack Pepper.

### LYNCH SETS PHILLY DEAL

Philadelphia, March 15.
Jack Lynch, Phildelphia nitery op,
has taken over Walton Hotel Roof
after several weeks of dickering for a liquor license. Readying for preem March 25, with Belle Baker headlin-

Lynch settled his license troubles by an agreement with the hotel whereby he will use its license until May 1 and will then seek to acquire

### 4 Held in N. O. Theft

New Orleans, March 15,
Four men were arrested here Wednesday (9) and charged with robbing \$250 from an employee of the Oriental nitery, Hourma, La, at the point of a guin. The four denied the holdup but were identified by J. H. Page, operator of the club, and three of his employees as the burglars.
Those held are Otto Claus, San Antonio; Walter Protoro, Dallas; Horace Trepágnier and James Donovan, locals.

# PA. AGENT LAW **GETTING TEST** IN PHILLY

Philadelphia, March 15.
First charges against a booker
brought in Pennesylvania under its
new law governing agents were
heard last Wednesday (9) by the
Department of Labor and Industry,
Accusations were brought by Tom
Kelly, biz agent of United Entertainers Assn. against Eddie Saks,
local agent.

local agent.

Kelly claimed that Saks contracted
Niki Nikolai into Dutkin's Rath-

Niki Nikolai into Dutkin's Rath-skeller for two weeks. Femme was laid off after the first week and Kelly maintains Saks is responsible for the second session's salary, amounting to \$30.

Saks declared that he had a writ-ten order from the nitery and thus it was Dutkin and not he who was responsible for the extra week's salary. He had forgotten to bring the order with him, however, he said, Dewey Coates, chief of licens-ing and enforcement for the Labor of the said . Dewey Coates, chief of licensing and enforcement for the Labor
and Industry Department, gave him
a week to produce. the written order. If he is able to show it, suit
for the salary due-will be brought
against the Rathskeller.

### MAE WEST'S \$41,250 FOR 39 CLEVE. SHOWS

Cleveland, March 15.

Mae West's undulating hips shook all of the RKO Palace's records haywire last week, grossing \$41,250, of which she took 50%, setting a record for number of personals by any Hollywood name in one-week. 
Actress did six-a-day over weekend and dittoed on last two days for 39 performances in one-week. Film is Miss West's Every Day's a Holiday! (Par).

Mae West has had four more weeks Mae West has had four more weeks of personals added to her original tour. She is down for a week in Milwaukee, March 25, the subsequent stanza in Minneapolis, Loews State, N.Y., April 21; and Keith's, Boston, April 28.

William Morris agency booked.

### Attach Fats Waller

Philadelphia, March 15.
Fals Waller's salary for his ap-pearance at the Earle theatre here last week was attached by the courts penrance at the Barle theatre here last week was attached by the courts Thursday. (10). Foreign attachment, was issued on behalf of Lathrop Alston of Durham, N. C. by Common Pleas court against Waller, Associated Radio Artists and Philip L. Ponce, Jic., defendants, and the Stanley Co. of America, Warner Bros, Circuit Management Corp., and Warner Bros. Pictures, Inc., garnishees, attaching all moneys or orroperty of the defendants in their hands.

Raymond Pace Alexander, colored attorney, charged that. Waller entered into a contract with Alston on Jan. 28 to furnish music for an entertainment to be staged in Durham on Feb. 23. Alston guaranteed Waller and the other defendants, \$750, or one of the gross, on account of which \$375 was deposited with the failed to perform and Alston, claims

tailed to perform and Alston claims to have suffered damages amounting to \$3,000.

### Jackie Cooper Repeats

For Eastern Personals For Eastern Personals
Jackle Cooper, upon winding up
White Banners, Warner Bros. film,
comes east again for more personaling. Recently played three weeks
around the Atlantic coast. Followup-dates are three days at the Palace,
Stamford, opening March 25; a weck
at the Earle, Philadelphia, April 1,
and the subsequent stanze at the
Stanley, Pittsburgh.
Bobby Crawford handling, with
Curtis & Allen in on the agenting
deal, setting the bookings in New
York.

### **DUNCAN SISTERS SLATED** TO TEAM AGAIN ABROAD

Rosetta Duncan sails from New York in about two weeks for vaude and nitery dates in London and Paris. Her sister, Vivian Duncan, in London past couple of years, joins her in Paris to start team again. Cancels Vivian's plan for a single

act.

They expect to open in Paris around March 28 for a couple of weeks, From there they go to Manchester, England, opening April 18 for eight weeks over Sir Oswald Stoll's circuit around Manchester and London at approximate \$2,000 medium.

weekly. In London, Vivian Duncan has been writing and booking acts. She also had a band that disbanded some time ago since band was American Question of quota.

### • 15 YEARS AGO •

(From VARIETY and Clipper)

Rudolph Schildkraut's 'God of Vengeance' drew 14 indictments for ous participants on grounds o orality. Playing at the Apollo

Hippodrome, N. Y., referred to as on its way out. Expected it would be torn down at the end of the cur-

Adelaide and Hughes at the N. Y. alace in a new act. Their wooden soldier number was tops.

Frank Tinney, who had been dropped from a musical comedy because of his blue ad libbing, doing a single at the N. Y. Palace and not

Chaplin's 'The Pilgrim' put in at the Keith houses which did not usually play film features. Too good a chance to make some extra

Fifth Avenue, N. Y., had a basketball team as an added attraction. Proved to be quite a hit. Had previously used a girls-vs-nen outfit, but two male teams gave better cults.

Wiseacres declaring that the usual program picture would have to give way to the more profitable specials. Programmers seen as being on their way out, but they weren't.

James Kirkwood quit a stage pro-duction to go back to pictures with Tom Ince. One of the earliest favorites.

Famous Players statement showed \$14.50 per share on common stock As high as \$18 had been anticipated

That Paramount Pep Club ball won a contract for the tops its chorus girl contest. But it was only for two weeks and she didn't last.

Paramount and Hearst jumming over his releases. Par claimed that five were due it before the contract could be shifted to Goldwyn.

Salaries were upping on the Coast, particularly for directors. Emmett J. Flynn had ticket calling for four a year at \$35,000 each and percentage. Frank Lloyd was to \$45,000 and a 25% cut on profits.

Harriet Hoctor playing the Or-pheum, Chicago, in a donce revue, Clicked:

Jeritza offered \$4,000 a week by Oswald Stoll for London. She wanted that much per night. No

Walter Hampden had his eye out for a N. Y. house for Shakespercan rep. National wanted \$100,000 a for a N. Y. house rep. National w year.

# **Club Dates Would Be a Greater Boon to Vaudeville Acts If They** Give 'Em More Serious Attention

### Snow White's P. A.

Los Angeles, March 15.
Adriena Casaloti, who dubs the
voce of Snow White in Walt Disney's Snow White and Seven
Dwarfs, goes into the Paramount
theatre stage show for a week starting Thursday (17).

ng Thursday (17).
It will be her first local personal

# RKO BOOKING **CONGESTION EASED**

Congestion of agents in the RKO booking office in New York has been relieved by Bill Howard, the circuit's inker-in, who has moved into new quarters. He's taken over the more de luxe layout John O'Connor, RKO general manager, formerly occupied, O'Connor has shifted over to Nate Blumberg's former quarters as vp. of all RKO theatree.

of all RKO theatres.
Possible now for agents to gain access to Howard only by sending in name. One at a time is being seen.
In the past half a dozen or more %ers wandered into the booking office and lounged around. In that way they were always hearing what acts each other was offering and the figures asked.

### MAXINE SULLIVAN FILM **DEAL OUT; NEW DISC OK**

Maxine Sullivan, swing-singer at the Onyx Club, N. Y., had been stalling around so long on a deal with Samuel Goldwyn for a film that it's now fallen through. Miss that it's now fallen through. Miss Sullivan, who came to attention with Loch Lomond, 'Annie Laurie' and kindred swing versions of stand-ards, is tied up with Claude Thorn-hill, pianist-arranged, now doing a stint with Paul Whiteman's aug-mented Chesterfield orchestra. Colored songstress has been given a new deal by Victor on whose Bluebird disks she first waxed 'Loch Lormond.'

Lomond.'
Among other reasons for preferring to stay east is that she's doing quite a bit of private party work since the click of her records.

### Paging 'Miss Babe

London, Ont., March 15.
Former child vaudeville star, who appeared 20 years ago as Miss Babe' will receive—a legacy of \$12,512.50 if she can be located within three years. According to the will of W. J. Wright, Toronto plumber, who died last, January, the money is to go to 'Miss Babe' if she can be located within the three-year period. If not, the coin is to go to a Toronto church. Miss Babe' is the only beneficiary.

a Toronto church. 'Miss Babe' is the only beneficiary.

Girl is described in the will as having appeared on the stage with her parents in an Indian burlesque on or about April 18, 1918. She was then about five years of age.

about five years of age.
e Canada Trust Co. execu-

### Wayne King's Tour

Wayne King's band unit opens for RKO in Indianapolis April 15: Some eight weeks are being lined up by Music Corp. of America. Asking \$7,500 for the unit.

Band will be augmented by three or four acts, not yet set.

### BEN BLUE'S PERSONALS

BEN BLUE'S PERSONALS

Ben Blue, under contract to Paramount, is set for a personal at the
Paramount, N.Y., April 13; when
house brings in Tommy Dorsey's
orchestra and 'Her Jungle Love.'
Comedian may play a couple other
dates while east, including a week
for Warner Bros. in Philadelphia.

dates since variety went the way of most flesh, is growing with many hitting the fillers during layoff periods, There are even more possibilities of such employment if acts would occasionally freshen up, say bookers.

Vauders are assured of good ception thanks to straight show big polish, training and big time technic. They are also certain of monetary return favorably comparable to vande since income on individual dates is about one-seventh of the average weekly valude salary. By doubling into several shows nightly acts are able to get, a neat total. Faves for the club are sight acts, singers, dancers and comics. Novelty turns, acrobats, animal acts, et al, find little action in this branch of show biz, although they are not entirely excluded. Sem name bands are also finding a fertile field where once underscalers, and turkey, crews, held forth.

Also, little competition is found in radio acts. Even clubbers fare better than majority of latter since addictures are to mike conseque and Vauders are assured of good

Aiso, little compension is found in radio acts. Even clubbers fare better than majority of latter spec and to turns are too mike consejous and sudience, awed to mean much on a club show. Not all, however.

Some of the vauders hitting the niew market are Alan and Murray, Willie Solar, Eddie Lambert, Hal. Sherman, Belle Baker, Sid Gary, York and King, Sylvia Froos, Eddie Leonard, Chaz Chase, Blanche and Elliot, Jans and Lynton, Pat Rooney, Sr., Lewis and Ames, Jones-Rooney Trio, Cy Landry, Waller and Lee.

Others are Alexander and Santos, Selden and Endler, Paul Duke, Helen Morgan, Bert Frohman, Jimmy Lyons, Billy Glason, June Boyd, Freddie Lightner, Carol Kos ni, Emily Earle, Five Ames Sisters. Arthur, Boran, Three Macks, Anthony and Rogers, Elaine Seidler's Revue, M'it Britton, Bent Yost Quartet, Dick Messner, Harry Lefcourt, Charles Strong, Lucky, Millinder, Ethel Shopard, Kajar, Three Speeds, Miller and Janet, Al Shayne, Henny Youngman, Loui Saxon, Hal Reed, Lou Taylor, Van and Vermon, Oddities are also creeping in with Dorothy, Kilgallen, newspaperwoman, having played a couple of lecture dates around New York. Many of the others are changing styles so they won't be limited and can play repeat dates.

### Sally Rand Will Bare All at N. Y. Libel Quiz; Must Produce Letter

Sally Rand has been served with a subpoena demanding her presence in supreme court, N. Y., on Friday (18) for examination before trial of libel

supreme court, N. Y., on Friday (18) for examination before trial of libel suit brought by National Variety Artists against the American Federation of Actors.

Fanner must lestify to circumstances of NVA's request that she appear at its benefit last Feb. 27. AFA is charged with libeling NVA in correspondence with Miss Rand, refusing to sariction her NVA appearance. She must produce original letter altegedly sent her by Harold Koenizsberg, AFA officer, which is purported to contain the libelous references.

Matter has been turned over to a downtown attorney, although the NVA president Louis Handin, by himself lawyer. Plaintiff's counselor will also call Alan Corcili of the N. Y. Theatre Authority, Miss Rand's secretary, Koenigsberg, and possibly Ralph Whitchead for amination. No date for trial has yet been set.

### Dot Magna Wins \$1,250. Settling F&M Pact Suit

Settling F&M Fact Suits
Suit of Dorothy Maina, midget,
digainst Fanchon. & Marco, filed in
White Plains, N. Y. supreme court
was settled out of court this week
for \$1,250. Trial was due next week,
Miss Magna charged agency with
failing to fulfill a contract which
called for \$4,000 yearly. She charged,
too, that F, & M. tried to place her
with midget frome also prohibited. with midget troupe, also prohibited in contract. Ticket called for her-to do her own act:

# Eddie Cantor, Ted Lewis Draw 9,000 In Cleve. at First of Shrine's Benefits

Cleveland, March 13.
Ted Lewis arch, chorus of 24. Eddice Cantor, Four Knadocks, 25.
Gordon, Gaye Dizon, Subret and Co., Ber York, Name and Co., Ber York, Name Eight, Betty Dickerson, Loretta Lane, Vyola Von.

At Koran Strine's fitst bargainpriced benefit show, with Eddie Canpor and Ted Lewis as the names,
gotoff on right-foot Sunday (13) by
drawing 9,000 into civic auditorium.
Revue is scheduled for four performances here, going to Philadelphia Wednosday (13) for its second
Shrine-sponsors crums two hours,
with flash production and enough
wariety to keep it from dragging.
Most of it is comprised of Ted
Lewis own unit, which played, the
KKO Palace here two months ago.
His routines are a bit too familiar
here, but Cantor and his sets are
inserted smartly for freshness, and
Social Cantor ones dut after Lewbund and fast tap number by line
finsung curtain. Banjo-eyed comic
has house in his hand from then on
Though rushed in rehearsals, he and
Lewis got off some anusing banter
at opener.

Cantor, who is souted, five times.

has house in his hand from then on Though rushed in rehearsals, he and Lewis got off some anusing banter at opener.

Cantor, who is spotted five times at opener.

Cantor, who is spotted five times bulls off more heckling gags with subults off more heckling gags with subults off the subults off the subults of the said to have composed. McCarthy Made a Dummy Out of Me, panics the aude. He refers to the famous broadcast and cracks down on bluenoses who censured Miss West.

Star joins Vyola Vom and Cordon, who is furnier this the subults of the

### STANLEY, PITT

Pittsburgh, March 13.

Jimmy Lunceford's Orch, Babe
Matthews, Ralph Brown, Harris,
Brown & Harris, 'Gold Is Where
You Find It (WB),

long and particularly so because turn is faintly reminiscent of old-vaude days. Lad who ukeleles, however, is a viz and might well give ou writer of this and selssor the cells, particularly with the hoofing nomber of the act, who puts in a belated appearance.

Next-to-closi is Ralph Brown, crack hoofer.

Next-to-closi is Ralph Brown, crack hoofer in the tape them after some into the tape them after some into the companies of th

### PARAMOUNT, L. A.

Los Angeles, March 13.
Gene & Glenn, Ward & Kina,
Dave Seed & Co., Fanchanette
chorus, Kurt, Houck, orch.; Romance
in the Dark' (Par).

chorus, Kurt. Houck orch.; 'Romence in the Dark' (Par).

Gene and Glenn, male radio.comedians, are topping the Panchon & Marco stage show.currently, and on the basis of opening performance today (10) look headed for a successful week. The boys were given a big welcome at the opening.

Both warble a bit and play musical instruments, but it is Gene's comeding the period of the highest of the period of the period of the highest of the period of

### ROXY, N. Y.

Gae Foster Girls, Boy Foy, Califor-nia Varsity Eight, Harry and Phil Norman, Whitey's Brown Applers; 'Mad About Music' (U).

Troupe of colored Big Appledancers, octet of sturdy male voices, a whirthind juggler, as couple of hoofers, who also want to be comics, and the Gae Foster Girls in a pair of lively routines take over the interval between film showings and make it an entertaining 45 minutes. Little emphasis is placed on spectacle or production, with the result that much of the sige runof is kept down front.

Following, romantic song ex-

Pittsburgh, March 13, Immy Luncefords Orch, Babe Batthews, Ralph Brown, Harris, Brown and Edward Theory of Pittsburgh, March 13, Immy Lunceford at the Warner de luxer, 10 the Stage tween an unbilled duo, the Poster line does a none-too-intricate rollerskating design. There's more rollerskating his plants on the unity of the post rollerskating his plants on the unity of the post rollerskating in from the post rollerskating his plants on the property of the post of the post of the past of the day rollers and the rollerskating his plants of the post rollerskating and an antipolation of the men in Shade of Old Apple Tree and the price of the post rollerskating and ashibition of the rollerskating and

### MUSIC HALL, N. Y.

George Meyer, Music Hall Glee Club (Vin Lindhe, director), ballet (Florence Rogge, director), Robert Weede, Rockettes (Gene, Snider, di-rector), Viola Philo, Roy Knight, M. H. Syuph, (Erno Rapee, director), 'Jezebet' (WB), reviewed this issue.

Jezebel' (WB), reviewed this issue.

Goodhumored stage show is on the Radio City. Music Hall rostrum this week a nice contrast to the chief and the stage of the contrast to the chief and the stage of the contrast to the chief and the chief an

### STATE, HARTFORD

Hartford, March 13:
International Lee Remue with
Marthel Vinson, Gus Owen, Simpson Sisters, Dorothy Lewis, Frances
Claudet, Ted Came, French Hebert,
Mary Jane Halstad, Dorothy PraBlarried, An Artist' (Col), 'Idol of
the Crowds' (U);

A socko show Thursday (10) brought house's highest weekday attendance since opening 12 years ago, breaking a record established last fait by Buddy Rogers.

Producer Georgie Hale has done a good job in welding divergent factors, the ballet; modern swing dances, and varied stunts, into a pretentious show

good job in welding divergent factors, the ballet, modern swing dances, and warred stunts, into a pretentious show.

Headliner is Martibel Virson, who clicks big. Several encores. Simps acrobatic champions, have to beg off.

In The Gaucho, Guy Owen dances well. Featuring Miss Vinson, Francis Claudet, Owen and Jack Hose, a Tyrolean dance also, gets over.

Alex Hirdurous by leaping over nine barrels registers well. Humor is, supplied by French Hebert and Ted Cave. Hebert portrays a drunk and Cave Hebert portrays a drunk and Cave Hebert portrays a drunk and Cave. Hebert portrays a drunk capture of the head of the

but short on ability. Alma Turner contributes a tap almost turning it into comedy by her gyrations and stouting. Kings of Rhythm, male trio, in phast furnish tapping, ending the inevitable challenge. Armstrong, brings the entire company berk at mind curtain.

Biz good at last show Friday (11). Kitey.

### HIPP, BALTO

Bultimore, March 13.
Collins & Peterson, Stalac Bros &
Pearl, Eleunor Knight, Clyde Hager,
Fagne & Fester, Big Time Crip, Lee
Suns & Itomay Bailey, The Whirlos,
Felice Iula house orch; 'Radio City
Revels' (RKO),

After four weeks of abbreviated stage doings to accommodate multiple showings of record-breaking Snow White (RKO), Hipp this week is generous with a good 66-minute show.

With the Felice Inta house band on stage in attractively lit set, and Collins and Peterson doing a consistently funny and effective double m.c., show gets off to rousing start with Stalac Bros, and Pearl in a solid acro, featuring a teeterboard. Eleanor Knight fills nicely in the deuce with a tango tab, after which clyde Hager ites matters up with his sidewalk grifter, which has plenty of laughs.

Fayne and Roster, next with musical glasses and Swiss belts, a governing and a piece of the start of the start which has sidewalk grifter, which has ready and a piece, and the start which has according to the start which has the start which has a covered the start which has desired the start which has a covered the start which he discards from time to time.

Plenty of class next with Lee Sims

crutch, which he discards from time to time.

Plenty of class next with Lee Sims and Ilomay Balley in some good arrangements. Sims at the plano and plan

### KEITH, BOSTON

Boston, March 13
Frieda Sullivan, Sinclair Six, Felovis, Ray Sax, Henry Dick, Janet
Carroll, Sloy Bosson, Henry Kalis
Orch, 'Snow White' (RKO).

Reopening of vaude policy here brings in an undistinguished bill, with exceptions, but adequate for the film, which overshadows it. Siby! Bowan was here recently with practically the same expert rep-erotire of impersonations. Mrs. F. D. R. and the has-been film star are standouts.

ertoire of impersonations. Mrs. F. D. R. and the has-been film star are standouts.
Frieda Sullivan, acro-tapper, is-hidden in the billing, but she's good nevertheless. Henry Dick, tapster, holds interest in a couple of routines, and Ray Sax, gets an okay reception to his sax playing, rope twirling, hoofing novelty, and a double claim. Sinclair Six (mixed) takes the place of line and clicks in three-spots.
Felovis, Juggler with impressive tricks, was at his worst when caugh probably due to sea Jegan probably due to sea Jegan abroad. Janet Carolli, who some four weeks as a proloque to 'Snow White' at the Keith Memorial during the film's run there, sings, inclentally in this show. She's hardly given a chance, though, Being submerged in the production arrangement.
Notable is the return to the Hub

merged in the production arrange-ment.

Notable is the return to the Hub of one of New England's ace vaude band leaders. Henry Kalis, back from a year in New York radio and cleased unrastrona. Kalis did a suc-cleased unrastrona, then withdrew from that spot a year and a half ago.

### FOX, K. C.

Kansas City, March, 13.

Lambertt, Sleaghe & Armstrong,
Regan, Carter & Reed, Boxley, Harlan Christie, Lester Harding, House
Chorus, Judy Courad house orch.;

Sally, Irene and Mary! (20th).

House has dressed up fair acts, with some good production and results are okus. Lines 7 magic opus, pulling cigarets, from the air and sleight-of-thand, is best production number. Serves to bring our Boxley, rehap who does more house pocus. Doesn't work fast enough for a dumb routine.

One who cots note to be considered to be

### PARAMOUNT, N. Y.

Cab Calloway orch, Aris Andrews, Stumpy & Stumpy, Sh. Cotton Chib Boys, Big Broadcast (Par), reviewed in Variety Feb. 9, '38.

Cab Callowiy, unique phenomenon of his race and generations is on of his race and generations in the race and generations in the race and generation in the race and generation in the race and the race

attired in the best Harlen, sartorial tradition.

In the process of filling 45 minutes or thereabouts, Callowayles, reveal considerable versatility. But they at their chareatoristic best with the Minnie the Moocher stuff, the hokey-pokey-cokey musical dementia with rhythmic hosannas, weird and classification-deflying shouting and jungle fervor. At such moments and in such numbers the audience is treated to a polished sample of primitive lowdown. In brief, Calloway's performance as a lank behind which stands a lot of hard labor and calculation.

Avis Andrews is the gal singer

which stands a lot of hard labor and calculation.

Avis Andrews is the gal singer without which no entertaining, band, white or black, is complete. Unlike most of her school, Miss Andrews goes after the flutey notes, the high-soaring effects. This provides contrast to the hid-ghp of the show. She handles herself smartly.

Unison stepping of the Six Cotton Club boys and the aniable sassiness of Stump and Stumpy round out the entertainment. Donald Duck imitation is clever. They were perliaps a trifle cramped on the scanly, floor space in front of the orchestria. But they are potentially of the fribe of clickers.

### PALACE, CHICAGO

Chicago, March 13.
Monroe Bros., Sara Ann McCabe, Cil Lamb, Chester Hale Girls, Snow White (RKO).

There's a nice little show on the boards currently, but its admittedly just filler to sandwich between the grind of Show White' (RKO). Acts cut down to 25 mins, some looking like a blur as they rush ou and off.

looking like a blur as they rush our and off.

Monroe Bros. are a trampoline act that has been around for years, but they aren't doing much trampoline, work on this show. Most of the routine consists of so-so clown gags. Evidently the reason for the gag predominance is that the numerous shows a day make acrobatic work nearly impossible. They do welf, however.

Sara Ann McCabe is just a straight singer and the audience doesn't mind when, she quits after two short numbers. Gil Lamb is doing a single, with a harmonica-playing stooge. Lamb has quit the burleycue wardrobe for a simple business suit. Some fait hoofing and then into harmonica work. All right, best being the tillisting of the toy harmonica in his stomach making various sounds. Chester Hale Girls are on for two

stomach making various sounds.
Chester Hale Girls are on for two
production numbers and as as
standout. Line of 44 mass as
appearance and click sharply with
appearance and been and theu finate
precision work.

Business good last show Friday (11).

### CAPITOL, WASH.

Washington, March 13. Talbot Haslett, Jeanette Hackett's Chorus, Allen & Hoover, Harry Burns, Holland & Hart, Phil Lamp-kin house orch; Merrily We Live

Jeanette Hackeit line (without Miss Hackett) sticking around a secy out week; to strengther show, but it's still straight, smooth vaude. Alie lei and Hoover and Harry Burns, have veteran crifics hailing bill as flashback to the good old days.

Phil Lampkin, house batonis, starts show with Si. Patrick's Day, overture, with Talbyt Hasiett baris, toning Mother Machree' Hockeit baris, mob warble of Loch Lounes, attenual and the start of the st

### STATE, N. Y.

Arthur Le Fleur, Lorraine & Rog-nau, Gracie Barrie, Paul Gerrits, Sonny & Sonny, Ida May James, Earl Hines' Orch; Brimstone' (MG).

and, britter had been a deprine from the firm of the f

Gerrits 16 mins. is a build to me layout. Hines, orchestra. (14) has never appeared in vaude around. New York, although engagements have been many in the midwest. Colored crew is niched at about midway between the styles of Fats Waller and Duke Ellington. Like latter two, Hines pounds piano. Band has plenty of melody, item numerous Negro aggregations overlook in their zeal for zany rhythm. Hines' idea on his piano is to fortisimo banat contrast.

look in their zeal for zany rhythm, fines' idea on his piano is to fortisimo the passages Ellington pianismos. Smart contrast.

Orchestra gets off to a slick start of the sta

wow anywhere.

Bei Mir' proves n.s.g. a closing caper for the band; partial vocal treatment by the trio doesn't help, either. Hines' gang holds the roseither, Hines' gang holds the ros trum 28 mins. Biz opening (10) night off. Bert.

### PALACE, COLUMBUS

Columbus, March 13.

Juanita & Her Companions, Medley & Dupre, Moore & Revel, Jack
Powell, Mitton Watson, Male Sextet,
Mae West; Love, Honor and Behave
(WB).

wilton watson as rigolo and the fereetyped West gags. She bogs off with curtain speech.

House full at final show Friday (11), Offis.

### EARLE, PHILLY

Philadelphia March 13. Tommy Dorsey Orch, Edythe Wright, Jack Leonard, Ann Anderson, Seiler Bros. Low Schrader. Orch; 'Little Miss Roughneck' (Col).

Earle again profitably bows to Philadelphia's swing-nutty populace with Tommy Dorsey orchestra and show that's long on entertainment. Entire combo provides everything in right quantity.

Tops are band and Dorsey's swell tromboning. Jitterbugs vibrate in their seats, then flock into the aiste for impromptu terp sessions. Added

to evening shows are amateur swing tryouts for spot on Dorsey broadcast from stage of the house tomorrow (16)

trom stage of the house tomorrow (18).

Both warblers with the band good, Both warblers by the pipes and personable, has house all her way. Fosin, 'Coming Through the Rye' and Trombone Man' win audience. She's sided by instrumentalizing of December of the pipes of

### PALACE, CLEVE.

Cleveland, March 13.
Clyde McCoy orch, Don Bestororch, Kay Picture Fenwick & Cook, Bennett Sisters, Wayne Gregg, Neil Buckley, 'Radio City Revels' (RKO).

oren, Ray Picture Fenusick & Cook, Remnett Sisters, Mujime Gregg, Neil Buckley, 'Radio City Revels' (RKO).

Coming a week after Mae West any ordinary bill would have a tought ime beating the natural audience letdown, but RKO Palace does with two name bands in a 'Battle of Swing.' Idea is new hereabouts, smartly, done and goes over big. Huge 'swing-o-meter' measures' their rhythms.

Don Bestor's sweeter, urbane out-fit is pitted against Clyde 'McCoy's hotter, swingers this time. Johnny Woods makes a swelf referee with a sweet of the swingers that the sweet of the swingers that the sweet of the swingers of the swingers of the sweet of t

### STRAND, B'KLYN

Keene Twins and Vic LaMarr, Charioteers, Fift D'Orsay, 12 Big Ap-plers, Roscoe Ates, Teddy King orchestra; Everybody's Doing It (RKO) and Zola (WB).

orchestrai, Energhody's Doing It (RKO) and Zola (WB. Doing) It (RKO) It (RK

dian besides dressing up une aumorphere.

Finale is a return stint by a Big Apple unit. Six couples give the band an opportunity for a jam session and they make the most of: Between the two its carsolitting but the audience liked it. Craze is on the wane but the hoppers are getting better as evidenced by this bunch.

Teddy King orchestra onstage would car better if the brass were muted occasionally. Otulit breaks in halfway with different modes of swing from 1910 to current Goodmanescue style. Sounds best during Tick Tock theme at opening.

### Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

U. S. Ambassador Joseph P. Kennedy, says he and Mrs. Kennedy, not wishing to add to England's housing problem, are bringing their nine children to London by instalment, 5-22. And Kennedy and his family rake an instant his. Ree Raise was an instant his ready to an instant his ready to an instant his ready to a five of the children as they are ready to sail for London.

There is considerable space (and he reels thus take a political swipe or two, pro and con, on the subject on the program or two, pro and con, on the subject sagainst and David Walsh, of Massachusetts, in favor.

The European situation, somehow, is ignored on the current bill. Only Marshal Graziani, arriving in Naples from Ethiopia, makes the program. The program is relict on the California flood. Only a salvage flash is shown. Pathe gives you the mane of the New York City Hall newsparer reporters. Also present are James Farley. Al Smith, Mayor La Guardia and Herbert Lehman.

Baseball comes in but not without a final winter piece of skiling in Washington. The baseball stuff is on the Yanks, Cubs and Braves at their respective training camps.

March of Immissing people and the pine tree boom in the south. Shan.

### Saranac Lake

Ry Happy Benway

Things that happen in this Actors' colony that make my pulse run

Colony that make my pulse run high:

Tom Cowan and Jimmy Marshali, of the Lambs Club, came up here and contributed clothes, smokes, candies and lotsa things to our needy. The Lambs Club gift of a radio to Katherine Keenan, at the Northwoods sanatorium, now makes her ozoning more cheerful.

Al Chapell, who goes to the big town now and then to get things for this showfolke, gang. Actors Club extended him a two-week visitor's card at its clubhouse in New York. The untiring efforts of Mrs. William Mother Morris, who, though in New York, places designed to the control of the

Walking into the Will Royers Hospital and noticing Martha Gill.
Marie Bianchi, Peggy McCarthy, Lucille McKay, Zdith Lemlick, Jense Grande in a knitting bee. These girls are all a real credit to the routine of comebacking.

The kick I get when a someone visits us all up here and gets a load of the extra weight that we pack and says; Boy, you don't look sick, you're as fat as a hog.

Harold Wilkins, an ex-ozoner, who never fails to make it his biz to call on who's who in this Actors Colony, just to see if they need anything.

Colony, just to see if they need anything.

Henry Wunsch gets the long looked for okay. Will resume work in Richmond, Va. Boy made the grade in less than a year.

Rose Clark joins the new pneumo thorax gang. Took gas well considering it was the first time. Charley Foster, NVA-ite.ex, minus four ribs. Took operation successfully.

Alfred De Lorraine on observation.

fully.

Alfred DeLorraine on observation for that rib op.

Alice Carmon and Fifi Climas passed another birthday. Both out of their teens and doing well.

(Write to those in Saranac and elsewhere who are ill.)

# Byfields Divorced

Chicago, March 15. Kathryn Prest Byfield last week divorced Ernest Byfield, operator of the Hotel Sherman. Under the terms of the scttlement she will receive \$10,000 a year and the custody of

of the settlement she will receive \$10,000 a year and the custody of their daughter, Jean, 7.
Divorce filed charges of cruelty. They were married in November, 1920, in Chicago.

### CRIP BOOKED ARROAD

Big Time Crip, one-legged colored hooter, sails Friday (18) to open April 4 at the Theatre Royale, Dublin. Then to England for seven weeks, opening at he Holborn Empire, London, April 17, Booked by William Morris Agency.

William Morris agency.

WKY Unit's Theatre Date
Oklahoma City, March 15,
A unit of WKY staff talent goes
into the Sooner theatre Norman,
Okla March 17, for orie-day
stanza, sponsored by the Engineers
of Oklahoma University,
Hal Scher, will be in charge, with
unit including Marty Hall, Bell
Boys, and the 'Harmoniacs' and
Hughle Price.

## **Unit Reviews**

### Blanche Calloway Revue (FOLLY, BROOKLYN)

Two Novels, Jones Bros. Noma, Slim & Eddie. Blanche Calloway orch, Rhythm Willie, George Dewey Washington, Eight Rosebuds, 'Cru-sade Against Rackets' (Indie).

Washington, Eight Rosebuds; Crasade Against Rackets; (Indie).

Following two months at Boston's Southland niery, Blanche Calloway, sister of Cab Calloway, has taken the floor show with her on a theatre tour. Theatre breakin here over the weekend found show taxed because of virtually no support, but it held the fort, all-negro unit knocking off a fast hour. All performances worthy,
Two Novels, Standard tappers, open Jones Bros. then harmonize the control of the contro

their tumbling, acrobatics and comic distance tumbling, acrobatics and comic distance to the common of the common

### Congress Casino Revue (ORPHEUM, OMAHA)

Omaha, March 13.

Benny Meroff Orch, Shirlee Rust,
Ruth. Petty, Florence Gast, PinkyLee & Co., Jack Marshall, Larry
Powell; 'Every Day's a Holiday' (Par).

Benny Meroff's 12-piece orchestra, plus singer, drineer and comedy turn thow lerky evidences and don't really hit stride except when orchestra takes over with its novelties. Then it registers solidly for half the unit's hour on stage. Band is just out of Congress, Chicago, after winter season there. Show long comedy and novelty music numbers. Shirlee Rust starts show with tap, Meroff does Theatre All My Own, In which he tuggles, instrumentalizes, and the with the missus, Plorence Gast.

Ruth Petty sings two torches and has to encore. Pinky Lee and Co. brought in for comedy purposes, drew laughs although insert too much rough material. Lee works with couple.

Last half of show claimed by orchestra for variety numbers featuring Jack Marshall and Larry Powell, with coupled.

Marshall stands out with his versatile mimicking and comedy. Has enough for own vaude turn. Powell clicks with novelty gags. Meroff m. c.'s entire revue, except when stage given over to Lee company.

c's entire revue, except when stage given over to Lee company.

Biz opening night fair. Quinn

### Swingtime Varieties '38 (CAPITOL, ATLANTA)

Atlanta, March 13 Allanta, March 13.
Flo Nickerson, line of six; Joy Jebb, Mike Napoli, Wimpi Loomis, Abe Clopper, Red Reynolds. Winthrop Atchue Gloria Royer; Madelline Hutchenson, Page Sisters, Jerry Martel, Orch., Carlie and Carl. Philip Morris; 'Scandal Street' (Par).

Morris; Scandal Street (Par).

Owned and produced by Flo Nickerson, who mc's, this, unit of 17 is compact, fast and crammed with taicent. Opens with band offering 'Cuban Petc,' Miss Nickerson coming on for introductory spic,' line of Miami Mannequins' following with a prancy number to Disay Doddle, leaturing vocalization of Joy Jebb, do a rhythm tap to Cot, Rhythm. It's her first season of trousing.

Gloria Roger does an upside down acro clog to East Side, 'staying in a backbend for two mi Madeline Hutchenson offers toe routine. To Dizzy Fingers,' an impression of a backbend for two mi Madeline Hutchenson offers toe routine. To Dizzy Fingers, an impression of a blook of the International Casino, Asking \$8,500.

Also Troubling International is in the first department. Temporary dressing rooms have been condemned and ultimatum is out that irregularities be remedied by arcing acro challenges. Miss Nickers of the property of the condemned and ultimatum is out that irregularities be remedied by a mening acro challenges. Miss Nickers of the property of the pro

Then I Forgot' well put over. Unital twe-piece band then comes down front. for impressions of farmous maestros and tieup show. Finnist Mike Napoli plays 'Honeyuckie Mese' a la Fats Waller: Wimpy Loomis trumpets 'Sugar Blues' of Clyde McCoy, Tommy Dorsey is aped by trombonist Abe Clopper, claimelist Red Reynolds goes to town on Benny Christopher, which work the strength of the str

### New Acts

CHARLES BAUM and Orchestra
Essex House, N. Y.
Charles Baum is an expert planiet, who has played with Paul Whiteman on his broadcasts and with other house bands in radio and recording. This is the first time he has built a band around himself for straight dance work and judging by the response at the Essex House's Casino-on-the-Park, it's seemingly a good idea.

Baum has a small (12) but good dance combination and, recoursing the mugg manager's axiom that the model of the combination of the combination

the alpha and omega of dance combos.

The Essex is working on a slim and budget so there are frequent Julls between dance sets, due to the manner of union-scale payment to Baum's orchestra. From the mangerial viewpoint they might emulate the niteries' practice of marathon music, even if it's only a pianist to plug the waits between dance sessions. It so happens that Vee Lawnhurst, songwriter-pianist, does her stuff at the 10-o'clock Jull, and perhaps she might be moved down to fill in when the boys are grabbing their smokes. Arthur Murray's Big Applers continue as the sole floor divertissement.

\*\*TRADITIERS\*\* [6]

# CHARIOTEERS (5)

CHARIOTEERS (5)
Songs
7 Mins. One
Strand. Brooklyn
Quartet of colored vocalists, aided
by a fifth as pianist, is from radio
but the ease with which they work
suffgests previous vaude experience.
Boys have a style that adds up to
sock entertainment. For this type of
act rhythm is, of course, the basis
of all arrangements but happily they
don't lose sight of the melody in the
tunes they use. Audience here went
for them, demanding two encores.
Present a neat appearance, all
dressing alike.

### Int'l Casino

(Continued from page 43)

will be decided upon this week, it would also mean a shift of some of the acts. Show has been running interests. Show has been running interests. Show has been running interests since opening. Gaudsmith Bross, Bobby May, Caligary Bross are among the top acts in the revue. Late reports are that 16 Chester Hale girts reduced to 12, and pay cut from \$42,50 to \$35.00.

Still another idea may see Louis Fischer, vet cafe man from Reisenweber's of old, in as a business executive to watch the budgets, permitting Moss to function more freely is the greeter and front man, for is the greeter and front man, for

us the greeter and front man, for which his personality is aptly con-rituted. Partner Brecker (said to be chiefly financed by Dave Loew)

Ray Miller

Frank Stuab Oro
Evergreem. Casine
Willie, Winston
Brett & Young
Jimmie Kelley
Bub Coffey
Anelia Gilimore
Anthleen May
Jay King
Henry, May Oro

TON | Hotel Copley Squa Vincent Oro

Vin Vincent Or Dan Sweeney Helena Carlson

Hotel Bloorland Bob Hardy Oro

Hotel Statler Nye Mayhew Oro Lluda Keene Buddy Welcome

(Cafe Rouge)
S Cavicchie Ore

Hotel Westmins

Levaggi's Levangi's
Chick Webb Ore
Ella Pitzgerald
Normandie Balle'm
Inwrence Welk Ore
Jerry Bincke
Walter Bloom
Kirby Brooke

Seville Don Rico Or

Southland

## Variety Bills

### NEXT WEEK (March 21) THIS WEEK (March 14)

Numerals in connection with bills below indicate epening day of

### RKO

CLEVELAND Palace (18) I's H'lan Fol okle Bowers th Ray

Maxellos
(11)
Clyde McCoy Or
Don Bestor Orc
Fenwick & Cook
Johnny Woods

BOSTON
Memorial (17)
Ray & Trent
Buster Shaver Co
Bill Roblinson Robinson (10).

12 Aristocrats
Felovis
Car dvis | Freed Co via Frons mond Bros

Don Bestor Orc. Fenrytick, & Cook Jary Floture (Col. Maris Palace (II) Mas Palace (II) Mas West (Mas West Mas W Diamond Bron
Boston (17)
F & M Briton Orc
CHICAGO
Palece (18)
Chester Haie Girls
Monroe Bros
Sara Ann McCabe
Dawn Tagi
Gil Lamb

CINCINNATI
Shubert (18)
Dave Apollon Co
(11)
Bell's H'lan Fol

TOURING THE WORLD

LYDA SUE MANAGEMENT LEDDY & SMITH

### Loew

NEW YORK CITY State (17) Alphonse Berg Co York & King Barney Rapp Oro KVANSVILLE

Y PITTSBURGH
Stanley (18)
Clyde-McCoy OrdHal LeRoy
Lew Senting (18)
Swedish Bellinger
Bobby Plukus Co
Jinnay Stylbur
Billy Wells
4 Faye

FT. WORTH Worth (19-22)

### **Paramount**

NEW YORK CITY
Parameant (15)
Cab Calloway Oro
N(ta Carol
ABERDEEN
Oroheum (19-20)
Major Bowes Co Orpheum (18-20)
Major Bowes Co
AUSTIN
Paramount (23-25)
Blackstone Blackstone
BUFFALO
Buffalo (18)
D'Artera CHICAGO Chicago (18) Kay Kyser Oro

Worth (19-22)
Blackstone
JAMESTOWN
Opers House
(21 only)
Major Bowes CC
Newman (18)
Major Bowes (28-24)
Major Bowes (20-24)
Ma Warner

BROOKLYN Brown (18-zo)
Strand (18-zo)
Judith Allen
PHILADRIPHIA
Rarlo (18)
Rort Wheeler
Durolly Lee
(11)
The Dorsey Or

Babe Matthews
Harris & Howell
WASHINGTON
Eurle (18)
Tommy Dorsey Ore
J & Il Selie
And Anderson
Variety Carmonia
Allen & Kent
Buck & Bubbles
S Virginians
Paul Kirkland
Detmar Founger Tommy Dorsey Or J. E. Seller And Anderson PITTSHURGH Stanley (11) J. Luncetord Orc. Raible Brown

### Independent

CHICAGO Sinte Lake (18) andy Lang Co Bandall Sis sinny Berkes Johnny Berkes
John Carr
Johnny Berkes
June Carr
D & L Nash
Frof Lambertl

INDIANAPOLIS
Light (18)
Minevitth Co
Sully & Thomas
Tim Coral
Audrey Dempsey

Helen Denizon
American Roukets
Cirele (1)
Shep. Fleids Orc
Nonchalants
EANAAS CITY
FOX. Tower (18)
Dahny & Edith
Walter & Lee
Gatteir Steen cities
NEMPHIS
Orpheum (18-21)
Gourfain Co MEMPHIN Orpheum (18-2) Gourfain Co (22-24) Major Bowen Co

### London

Week March 14 CLAPHAM Grinnda

Week M
LONDON
LONDON
Wardfell 4 B. H.
Wardfell 4 B. H.
Wardfell 5 B. H.
Donidation
B. Jr. Band
CAMIDEN TOWN
Gruinnell
Lick Shorks
Higher
HIGHTON
KINDEN
KINDEN
KINDEN
LICK SHORE
HIGHTON
KINDEN

Grininda
Savoy Jr. Band
EAST HAM
Grannela
3 Manley Bros
Gaillard 6
Bernardt
Fields Hand
Premier
Carletons
Pension Co.

Cartetons
Penslow Co.
Paddy Drew
F188B1 RY ARI
Kuntes
Variety Show B
Hutch
Dilly Bennette
Owen McGlyenry
Bill Balley
3 Joker,
Reading & Grant nulre Show B't Grunada 3 Manley Bros Gnillard 6 Bernardi Fields Band

Fields Rand
INLINITON
Blue Hall
Fox & EVANS
Fred Brezin
LEYTONSTONE
Ribite
Jack Lewis
Roiling Stanes
Edith Wallington STRATFORD Broadway Carltons Pensiow Co Paddy Drew

TOOTING
Granda
IBC's Normandy
Alfred Orch
Joe Young Co
Matise Welden
Kormandy Selles
Kormandy Selles
Grande
WALPHAMSYOW
Granda
Jack Levis
Edith Wallington
WOOLWICE
Gordon Bad Girls Granadu
Gordon Ray Girls
Teddy Foster
Fred Cope
Irls Sadler
Mary Fulls Mary Fuller Master Slineck Bobby Howell B'd

### **Provincial**

### Week March 14

ABERDEEN Tyoli

Glagles & Girls

Jack Anthony
Bond Rowell

Hilda Meachain

Fayre 4

Neller & Clars

Jay Morelle

J.S Fisher Girls

Jack Love

Lessiter Bros

EDINBURGH

EDINBURGH

Reyal
Waldini's Orch
Sybil Stanford G'
Gold & Cordell
Sam Barton
Ray Vatighin
Gaston & Andree
Sax & March

MICH 14

Matt Nixon
Nanètie
Ted Lewis BandHenshall's Padies
Jällan Trevor
Wim Brasch
A Miredos
A Miredos
Mixon & Mortison
Liverpool
Shakespeare
Will Hay & C
Cora O'Darreil
Morton Praser
Podesta Bros
Lipenonettes
DUBLIN

DUBLIN
Theatre Raynl
In Town Tonight
Larry Adler
Max Wail
Toumy Trinder
S & M Harrison
Swing Girls

### Cabaret Bills

### NEW YORK CITY

Barney Galla Ann Gale Hanson, How'd & H Angela Velez 3 Little Sachs

Barrel of Fur Snub Mosely Oro Clayton & Duna Gertrude Dwyer Bennett Green

Don Svivio Ora Angelo's Rhu'ba Ivy Cole June Carroll Anne White 3 Little Sachs Laura Deane Rence Villon

Bill's Gay 90's Ed Furman Billy Lorruine Margaret Young Joe Huward Rudy Madison Ethel Gilbert Spike Harrison Henry LaMarr Frances White

Frances White
Cass Mannis
Abe Lymannis
Abe Lymann Ore
Joe Candullo Ore
Dr Rockwell
Sally Rand
Morton Downey
Ostur: Shaw
Tom Patricola
Sally Rand
Morton Downey
Ostur: Shaw
Willer Downey
Morton Downey
Frances Sis
Frances Sis Chateau Moderne

Carolyn, Potter
Club Cavaller.
Teddy Lang Ore.
Inck Faurle,
Ann Kennedy
Ginger O'Neill
Lione Mussch
Hairlet Brent
Neille, Durkan
Jean Kraitz
Nanoy Kuber.
Ils linna

Los Gauches Ore Los Gauches Ore Dimitri & Virgit Trint Plaza Nanuerte: Vallon Arturo Cortes Latentia Club Yamurl

Amando Castro Rasira Oriega Manchito Teddy Rogers Rasira Rodrigo Lollta Confex Cutton Club Duke Ellington Ord

Peters Sis Peg-Lieg Bates Mae Johnson Alan & Anise Chocolateers El Chies
Don Alberto Ore

Normita
Normita
Nena & Candido
Sevillanas
Fausto Alvarez
Asuncion Granadoi Augusto Coen Ore Mercedes

Famous Door Louis Prima Oro Art Tatum Johnny & Geo

Johnny & Geo
Garbo
Albert Malanga OrBaron Gyldenkrone
Dorls La Verne
Mickey Feeley
Brett & Young
Greenwich Village
Casino

Casino
Ray O'Hara Ore
Ailleen Cook
Helen & Tom Nip
Joe, Lane
Joan Busonie
Joan Busonie
Joan Busonie
Carolyn Knight
Valerie Dumont
Joey Cappo
Jean Jordan
Jean Vickers
Hayana-Madrid

Jean Vickers

Hayana-Madrid

Nano Rodrigo Ore
Socarras Ore
Carlos & Cirila
Don Casanova
Jea Gitanilla

Taplar & Dores
La Milonguita

a Milonguita Hawalian Yacht Club

Club
Boh Maisu Ore
Dara Bros & M
Midred Law
Bobby Short
Margle Knapp
Marie Austin
Bobbie Short Jos Marsala Orc Peggy Newton 1 Peppers Helei Ambasanter Dick Gasparre Orc Florence & Alvare Adelaide Moffelt

Adelaide Moffett
Botel Astor
Sands Williams Or
M Rugnisky Ore
Botel Belt Mannel Ore
Thurston Mannel Ore
Thurston Mannel
Botel Biltmere
Horace Reldi Ore
Horace Reldi Ore
Laybett Hugnes
4 Kings
Motal, Rossert

Hotel Bossert (Brooklyn) (Bronklyn)
Will McCune Ore
Motel Commodare
Red Norva Ore
Mildred Bailey
Botel Edlies
Blue Barron Ore
Metal Russa Mauricharles Rajum Ore
Vee Lawnithret Motel Gov. Clinion Stuff Smith Jonah Jone Bawailan Paradi Mawailan Pari Lelna Aja Hilda Pualola Eddie Bush O Pat O'Shea Satini Pau Klaioka Dick McIntyre Suul Sifiall

red Flokito Oro
Bilimere How!
linmy Grier Ore
fulle Gibson
Octiman 2
Wing Loo Tr
Bruce Holden
Willard & Hurley
Rhythm Rascate
Cufe De Parce

Dorothy Black Hudson & Hudson Sinoky Joe Max Cochrane Cafe International Eddy & Tour Dorothy Rob Diana Gordon Isliane Dalil Don Roland Orc Coronnut Greve Gall Gall Eddy Duchin Orc

Jean Scott
Lillan Fitzgerald
Cookie Williams
Le Ruban Bleu
Hope Emerson
Herbert Jacoby
Elsie Houston
Jimmy Daniels
Bowers & Walter

Hillian Nono
Helens
Jack Mason
Old Roumauhn
Michael Weiner
Yourly Yourloft
Helen Shaw
Saminy Morris
Rosalle Roy
Sadie Banks
Etilel Bennett
Aila Lubina
Ronhie De Camj

Marti's
Angel Pagan Oro
Pippo
E Villanueva
Nut Club

Onys Club.
John Kirby Oro
Maxine Sullivan
Lee Watson Bunny Berigan Lionel Rand Ord Barbara Park McNally Sis

Batel Flams
Pancho Ore
Velox & Yolanda
Hofel Roosevelt
Guy Lombardo Ore
Lukewels Ore
Lukewels Ore
Hofel Saves, Flams
Gerry Morton Oro
Joe McNamara
Dixide Ingram
Dixide Ingram
Dixide Ingram
Hotel Siedion
Ed Mayehoff Oro
Hotel Siedion
Ed S. George Place Elegante Ed Maychoff Oro,
Hetel St. George
(Brooklys)
Harold Stern Oro,
Hotel St. Merits
Raiph Gonzales Or
Basil Fomen Oro
Claire Vermonte.
Fawn & Jordon
Hotel St. Regis W Palermo Orc.
Bill Farrell
Ernest Franz
Vincent DeCosta
Rex Gavitte
Plantation Club

Ovle Alston Oro Lee Simmons Morton & Margo Lawrence Hill Anderson Sis Emil Coleman Ore C. Codolban Ore Candu Maria Mario & Floria Hotel Tate Lawrence Hill
Anderson Sia
Queen Mary
Hal Hope Ore
Ray Jones
Anderson Marfield
Wilson Lang
Hadle Franks Club
Frank Bossinger
Jerry White
Gracie Morgan
Gus Wicke
Jimmy Burns
Manny Jonnie
Joe Gallagher
Rainbow Grill

Hotel Tate
Geo. Hall Oro.
Dolly Dawn
Hotel Victoria
Jerry Rose
2 Melodeers
Metal WalderfAstoria

Hotel Lincoln Isham Jones Ore

Hotel Park Centr

Hotel Park Central
Jerry Bialne Ore
Casa Franklin
Date Fredity Werner
Balabanow 6
Hotel Pennsylvania
Benny Goodman Or
Ray Baudue
Kay Weber
Hotel Ficeadily
Jeno Bartal Ore

Metel McAlpin Messner Oro es nne D'Arcy onzales & Mennes Motel New Yorker Jimmy Dorsey Ord Bab Eberle June Richmond

Asteria
Leo Reisman Ore
Xavier Cugat Ore
Shelta Barrett
Gower & Jeanns
International Casine
Yascha Bunchuk Ore
Gareary Birk
Graudsmith Bros
Eddie McMullen
Hobby May
C. de la Grange
Artini

Batubew Room Ruby Newman Oro Ding Delton Oro Billy Mills Roumanien Village Charley Swartz Oro Ludwig Satz Henry Bernan Lee Fuld Henrich Cooss Henrich Coolna Gypsy Nina Artini Maurice & Crance Jacqueline Mignae Emilie Gregoire Jimmy Kelly's

Kit Rat Club Kif Rat Club
Maurice Rocco Ore
Dick Wade
Joyce Beasley
Alice Harris
Pearl Baines
(harloteers
Teddy Hais
Jolin Cooperis
Dorothy Rhodes
Larse

Eddie Dayle Ore

Anna Kouznetzovi Mara Sinda Voella Alex Bolshakoff Ell Splvack Zachar Martinoff Nicholas Matthey Or Michel Michon Mischa Daria Bi-Russian Kretche Eddie Davis Ore Joseph Smith Ore Julie Gillésnie Graziella Parraga

mucuel Michon
Mischa
Daria Birse
Nadia Sokuloskaya
Marusia Sava
Simeon Karayaeff
Salon Royal
Barry Winton Ore
J Donlinguez Ore
Joan Edwards
Nanty Nelson
Hilda Salazar
Martha Stephenson
Sterk Cich La Conga

E Matriguera Oro

La Marquise

La Marquise
Karol Kane
Trini Plaza
Murlel Welch
Frank La Salla
Silvertone 3
Murla Forbes
Frank McFarlane
Dolores Rogers
Cela Lee
Ann, Stuart Stork Club Bobby Parks Oro Nilo Menendez O Versailles Larry Siry Ore Gus Martel Ore Gracle Barri Ann Stuart
Indirel-in-the-Flaes
(Lakewood, N. J.)
Jerry Livingston, O'
Le Cog Ronge
Don Marton Ore
Gré Sterney Ore
Murray Heyman
Le Slirage
Harry Horton Ore
Consolo Stowerton
Gunsolo Stowerton
Muryon Date
Muryon Date
Muryon Date
Les & Eddle's
Leon & Eddle's

Village Barn

Village Barn

Johnny Johnson

Feggy Main

Tohn Emerson CoLarry McMahon
Gardner & Kane
Cyril Mansfield

Kolleginte Klds

Village Brewery Lou Carroll Ore Jimmy Audubon Pat Kilpatrick Carroll Orc

Jinnis
Pat Kilipatrick
Whirling Top
Fran Craven
Musical Tops (3)
Honey Johnson
Wivel
Boll Asen Oro
Barry V. MacNaughton
Tisdale 3

Leen & Eidle's

Lou. Mortin Ore
Chirence Faster Or
Jack Waldron
Sellib. Roark
Ceorgia. Sothern
Lane. Tree & E

Fren. Patterson
Laj. Foun Tr.
3. Komics Wivel
Boli Asen Oro
Mitzi Perry
Suste Odenn
Boli Lee
Alda
Patricia Riley
Fjola Marin LOS ANGELES

Ball Larry Curr Bruz Fletche Moverty Wilshire
Nick Cochran
i Debutantes
Muzzy Marcelleno
red Flokito Oro

It Cafe
Deane Moore
Galante & Leon
Aniwa Boys Little Clab

Jane Jones Paul Kendall Lee Kecner Tiny Heredith

Dorothy Rober Pacific Sunset Ninon Bergon Norski Vicki Atlen Peggy Pake Dorethy Itay The Greggorys Geo Ball Rev Major, Sharp & M Ruth Murin Jian Lavery Unne, Kay Bert St Clair

Buildy LaKue
Al Heath Ore
Al Heath Ore
Al Heath Ore
Al Heath Ore
Falemar
Ruth Robin
Jacker & Blackwil
Hulland Harris Ore
Frank Soltton Ore
Doublic Columbs
Ken Henryson
Klaine Kirkule
Henry Monet
Henry Monet
Jung de Marlinis
Jung de Marlinis
Saven Seas Bemerset Heuse 4 Park Ave Boys Tepsy'e Ann Douglas Maxine Wingo Jane Lord
Constance Blackm
Bana Billings
Red Nichtola Ore
Alice Hubet
Larraine Gorard
Leona Rice
Agnes, Johneon
Trecedere
Garwood Van Ore
Wilshire Howi
Les Parker Ore

CHICAGO Hotel Congress (Cashro) Benny Meroff Rev Drake Hotel (Gold Coast Room)

Honolniu Dancers

Hal Kemp Oro-Sunny O'Dea Grand Terrace

Julia HunterEdgewater Beach
Hotel
(Marine Room)
Orrin Tucket Oro
Mortón Welles
Earle MacBelgh
Bailey Sis
Bonnie Baker

Hotel Palmer Heast (Empire Room) Maurice & Cordoba Gall-Gall Dorothy King Stanley Hickman Hernie Cummins Or Abbott Dancers:

Hotel Sherman
(College Inn)
Willie & E Howa
Hob Bromley
Stadler & Rose
Louis Panico Oro

Hotel Stavene (Continental Rec

(Continental Room Sterling Young On Rose How! Earl Rickard Mickey Dunn Paulette LaPlerre Marcelle Gardner Peggy Lee Tom Ferris John Hurst

John Huyst

Boysie Freiles

Mark Fisher Ore

Sid Tomack

Reis Bros

Dolly Kay

Joves Hris & Dean

Jack Hilliord

Richards, Addlens 3

- Trojans

Three Deuce

Roy Eldridgs Oro

Cleo Brown

Gladys, Palmer

Monette Moore

Yacht Clish

Blackbawk Kny Kyser Orch Loyanne & Renar Jo Andrews

Ches .
Low Holtz
Duke McHale Phyllis Colt
C & J Preisser
Harrison & Fisher
Don Huston
Don Orlando Ore
Henry Busse Ore Colosimos

Henril Genilron Grisha & Brons Bill Anson Vera Dunn Lytle 2 Madie & Ray Elite 3

Club Alaban Harriet Norris.
Ettle Barton
Juez Gumble
Carl Villani
Bernie Adler
Monle Morrison

285 Club
Paul Rosini
Gladys Crane
Susan Cantu
Gloria Faye
J. Honnert
Nina Rinaldo Ore Gay 80's
Lew King
Ingrid
Dolores Green
Skippy Reale
Hobbie Couner
Lew King

Rainbow Grill
Bert Block Orc
Theod're & Denesha
Entabow Room Hobbie Comer Lew King Jules Novitt Oro Colleen

Cabaret
Chas Engles Ore
Jack Irving
Art Buckley
Al Wagner
Dorothy Johnston
Laurene Nevell
Joe & Louelt
Harry Linden
Billy Meyers
Mystic Vibra Russian Art Fasha Datsko Ors Anna Kouznetzova

Wille Shore Nan Blackstone Armida Bracht & Manners Sid Lang Orc Hotel Stemarch (Walsat Reem)

Art Kassel Ore Marion Holmes Billy Lee 2 Elleens Frank Payne Young & Sloan Hotel Brever

Florence Schubert Bene Laevin Joe Parialo

# Yacht Club Billy Gray Billy Gray Berry Berren Hazel Harnion June Glory Betty Coeds Al Golden Ore 606 Club Billy Carr Marlon Miller Tripoli S Mary Grant Boots Burns Marne PHILADEL PHIA

Anchorage Swing Kings Ore Catherine Smith Mary Ellers Sally RaMair Johnny Graff Ore Hollywood Cafe Harry Rose Peggy Marlowe Billy Hays Ore Givens & Carroll Olga Miroya Ambassadors Line Areadle Int'l

Buddy Rogers Orc Diane Denise Bob Hannon Jack Douglas Omar Hotel Adelphia (Cafe Marguery) Omar Don Renaldo Ore Bellevue-Strafferd (Planet Room)

Meyer Davis Ore (Burgundy Room) Frank Juele Orc

(Birguniy anima)
Frank Jucie Orc.
Bea Franklin flotel
(tieorgian Room)
Leo Zollo Orc.
Beans the Bean's
Deloyd McKay
Ross, Irwin
Swing Trio
Swing Trio
Swing Trio
Leon Trio
Yara Nava
Leon Trio
Wally Wanger Girls

All Trio Hotel Philadelphian (Mirror Room)
Beth Challis
Joe Milikopf Orc.
Pathania & Malcom
Haw'd Fuller & Sis
Raymends
Carolyn-Dyne Larry Mell Orc

Little Rathakeliei
Jack Griffin-Ore
dulinny & George
Nancy Lee
Mitdred Roselle
Julia Ruthe
Litarty India
Ruby Bennett Cedarwood Inn. (Mainga, N. J.) Ciarence Mich Markie Person Sunny Dare Ruth Kay Club 15

Ruby Bennett

Palumbo's

Bobby Morro Ore
Eddle Thomas
Loc Baytel
Mother & Bern'dt
3 Brown Jacks
Roma Bros
Allen Glibert Girls

Rendezvous tle Delmar Ore Club Parakeet Club Parakest
Al. Wilson
KJpiy, Yelez
Malua Leonard
Kay Dixon
Dottle Bollinger
Kuma Stouck
Fran Caswell
Bill Thornton Orc

Embassy Clea-Embassy Clea-Barbara Johnson. Alice Winstead Duttie Matthews Hellen Benton. Bert Clemnus. Cordova Nis

dro Blanco C of Hall wight Fiske 1523 Locust

Rendezvous

Per Marconi Victoria Marconi Victoria Marconi Vindalira Russell Edwards Sister Vindalira Russell Edwards Sister Vindalira Victoria Victoria Vindalira Victoria Vic

(Clementon)

Bill Honey Orc.
DeMar & D'Andre
Thelma Maore
Frank McCapinlek
Ruth Klad
Cliester Dolphin

1214 Club 1214 Club
Jackle Green
Hollywood Girls
Pearl Alexander
Isabelle Ray
Eleanor Sterling
Ginger Sherry
Myrns Deane
Chick Finis Oro

Ray Miller
T & J Sh'll nh'mmer
Golden Hör,
Markle & Paul
3 Cards
Jack Moss
Sepple Zinite
Int'l Instrumental \$
Sid Golden
Eldoradians Parrish Cafe Ted Kinsley Oro-Silin Walker Clint Jones Arlene Butteaste George Croft Francis Alexander Dutkin's Rathskell Ubangi Cleb
Doc Hyder Ore
Hobby Evans
Smiles & Smiles
a Cyclones
Helen Dorsey
Jennie Dancer
Blanche Saunders Romain & C wthorn Sunny Graser Ralph Halcourt Victor Nelson Oro Vrank Ponti Yorktowne Tavera Frank Harrigan Frank Stuab Oro

Hylton Sis Eleanor Bowers June Barrett Elaine Martin Jerry Brandon Music Weavers

Weber's Huf Brau (Camden) Louis Chatkin Ore

BOSTON Brown Derby

Immie McHale Scott & Douglas Rose Rayner Mary Lou & S Lynne Borne Walter Donnflue Sylvia Thompson

Sylvia Thompson
Club Mayfale
Lexwis Bonick Oco
Dick & Donarrow
Coconnut Grove
Billy Lossez Oro
Billy

Congo
Eddie Deas Orc
Rollins & Rollins
Sweely Ple
Graves
Sally Vine
Buddy Lewis
Rose Chapman

Rose Chapman
Famous Duer
Famous Duer
Herbert Marsh Oro
Alice St. John
Ruth Colinara
Norma Mitchell
Vatter Cowthorne
Hotel Bradfurd
(Fenthouse)
Las Ellioft Orc

Lee Ellioft Orc Paul Marin Natalle & Darnelle Hayes, Haig & H Phil Barron Adorables 10 Hotel Copley Plaza (Sheraton Rusan)

Orchids
DeAngelo & Porte
Club Esquire
Larry Iondon Orc
Paul Mail
Eddle Peyton
Joe & Eddle
Whitney

Joe & Eddle
Whiltone & Lee
Club Hu-His
Don Chaicles Ore
Tex Hendrix
Brooks 2
Jackie Maye
Arthur Bind
Johnny Mengum
Bert Linden
Hilly Kennedy
Club La Patomi
Club La Patomi
Frank Tally Or
Johnny Feters
Gay Minelies
Gay Minelies

Southland
Lawrented Control of the C

### MIAMI

Club Bandind
Hugile Greer Oro
Sherr Brus
Roberts Sherwood
Haprey Bell
Hilda Palnot
Club Continentale
W Feidkamp Oro
Arrbonel Oro
Lillian Corinon
John Hale
3 Orchitds
Deahagelo & Forter Prance Nardl Redford & Wallace Miami Biltmore Ramon Ramos Oro Berni'dt & Graham Howard Marsh Le Paul Dick & E. Barstow Charley Masters Marlssa

Inddock Club Leon Prima Oro Billy Mack Basin St. 3

sain St. 3

Pele Club
Janet Bliss
Myers 3
Don Rene
Ripthle Glub
Hughis Harrett GroHelond Heath
S Scamps

Knoey \*\*
Jack

Roney Plaza
Jack Meyers Ore
Sanchéz Ore
Sanchéz Ore
Sanchéz Ore
Barry Devlne
Borry Devlne
Bot Hall
Terry la Francont
Royal Pain Club
Vincent Long Ore

Robbins Eau
Sumay Lake, Club
Riwward Lade, Club
Riwward Lade, Club
Riwward Lade, Core
Reger Fucker
Surchway & Daullo
Carroll-& Gorman
Pergy LeBaron
Town Casleo Club
Jack, Eby Orc
Peter Hygins
Buido Hygins
Gustanie, & Barry
Ine Benson
Wills Kealen

Villa Venice

Villa Venice
A Lukas Ore
Olivette & Dimitri
Lambertons
tanyiene Sis
Boyd Heathen
Louis Hoffman
Alice Kellerman

# Gay Nicelies Kay Parsons Gay Nicelies Kay Parsons Joe Cutlaway Joe Cutlaway Joe Cutlaway Jack Renn Jank Rigan Audrint-Bros Audrint-Bros Audrint-Bros Jack Denney's Leon Navarra Ore Vincent Lingale Or Vincent Lingale Or Vincent Lingale Odlina & Lessy R. 4 G McDonid MYadden Denayille MYadden Denayille Bob Nalan Ore Rundatis DETROIT

Book-Cadillac Hotel (Hook Casina) Johnny Hamp Orc (Tawfor & Caskey Jane Whitney John Campbell Commodure Clab

LeBrun Sis Charles Custello Or Buddy Don Arden Commodorables 6

Detroit A. C. Bob Chester Ore Jackle Fisher Pat Nasca Arn's Curvall Mutel Statler (Terrace Room) Jack Marshayl Or Vaughan Munroe Bathrops

Ray arlin Ore Ja Rue Parker Monly Wy Gus Howari

Martin & Marvel' Ruth Dennen

Powafaa Lane. Tree & B Sunny Shaw De Bold 2 De Bold 2 Warren & Bodle 4 Debutantes Music Masters Orc Plantation

Pete Nugent Bill Walker Birthy & Estelle Beach Combers Jean Adams Cevil Lee Orc

Sake
Frankle Belasco
Brady Ms
Milzt Wayne
Paul & Paulette
Will Henderson Orc
3. Valves
Roland, Do Prise
Ten-Forly Clab Roland De Ten-Forly

(Continued on page 52)

# THIRD THEATRE CIRCUIT

# Managers' Attitudes Is That 'Five Playwrights on One Play's Murder'; Name Dramatists Air Their Plans

Under their tentative plan for producing their own plays, the five name playwrights will probably turn over most of their works to the firm, but will be free to write for cutside managements. While only one play is set for production, four others are at least tentatively slated for next senson. Only definite prospect is "Abe Lincoln Illinois, drama by Robert E. Sherwood based on the life of the Great Emancipator from his appointment as postmaster in New Salem Ill., to his election as President. Play is partly finished and is planned for an October production, with Pliner Rice asdirector and Raymond Massey in the lead.

Elmer Rice also has a script in preparation, although no specific plans for the date of its presentation have been set. Dramatist sailed last Wednesday 19) for Paris, where he plans to finish the work without interruption. Rice hid out in the French capital last year to work on his novel, Imperial City. Unknown just what the subject of the new play will be, but understood the author figures on finishing it before summer. suminer:
Anderson's Plans

Maxwell Anderson is currently said to be working on play for Alfred Lunt and Lynn Fontanne, to said to be working on play to be produced by the Theatre Guild some time next season. Idea is that the dramatist had agreed to supply a play for the acting pair before the new playwright-producing group lan eventuated. Anderson piece is said to be far from finished, however, and is not a certainty, as the writer has previously attempted to play for the Lutis, but has never succeeded in creating a Lynn Fontanne role that suited him. Present work is described as a poetic dramation in 'Amphitryon 38' and 'The Sea Guill.'

Anderson is understood to have a second alive a reason of the sure that with other than the second suits and the second suits mind steer.

our in Amphitryon 38' and The Sea Guill:

Anderson is understood to have a second play already in mind after he has completed the Lunt-Fontane yellow the second play already in mind after for production next season. That would give him two plays in one season, although it had been reported last year that he would never again attempt more than one play a season. He had three last season, including High Tor. Wingless Victory and Masque of Kings.

Sidney Howard is now in Hollywood and is not expected back east before April, but he is reported to have a play in preliminary draft form and to be working on it from time to time in Hollywood. Believed he will also be represented in next season's Ist. S. N. Behrman, fifth member of the group, is not reported to have anything in actual preparation, but is said to have merely the outline of a play in mind. His Wine of Choice is now running at the Guild, N. Y.

\$10,000 Each into Kitty

### \$10,000 Each into Kitty

While details of the playwrightproducing, scheme have not been
worked oil, the tentive idea is for
each of the five members to put up
still, the tentive idea is for
each of the five members to put up
still, one for a production fund. Each
would receive the regular royalties
for his own plays and all would
shave equally in any profits from the
productions. Members will confer
in regard to writing, production and
taging problems, with most of the
business details handled by John F.
Wharton, their attorney, of the law
firm Cohen, Cole, Weiss & Wharton.
If the plan works out other playwrights will be invited to submit
plays for production, although
whether they would be included in
the cooperative sharting idea has not
been actiled. According to Sherwood, no outside money will be used,
bitt, the playwrights will put up
additional capital if necessary.
Group has not yet been incorposted and does not plan to get
around to that detail until this sunled will also sign a Dramatists
(Continued on page 52)

(Continued on page 52)

### Add Unionism

Minor worry to managers last, week was a scheme to unionize those working the concessions legit houses. In one two spots word was received that picketing might result.

Understood that outdoor

cession men have been eyeing theatres and planning an at-tempt to move in.

# **REQUIRE PAY** FOR READINGS

New rule requiring the payment of all actors, who give play readings was passed last week by Equity. Under the regulations, managers must pay each player \$5 per session and \$10 per second or subsequent reading. Stipulation was made by the council after a long conference with George Abbött.

In protesting, the emolument requirement, Abbott explained that in listening to actors read the parts, seperally with the author. present, he could judge more accurately the merits of the script and at which points. It should be revised. Such retaines of picking successful scripts and that a success means long engagements. Plan benefits the profession whole, he stated. Contention by Abbott appears to have disclosed rather a producer's secret. Other managers say there is little doubt that script can be judged more effectively by hearing the parts read by professionals. Thoy did not agree, however, that the cost imposed by Equity should meet with managerial objection.

Reading of a script is not the 'mass reading' custom used by some showmen and objected to be actors. That practice calls for a general call for actors, with the manager asking each for read floss at random. Mass leadings had been used by menagers in casting bays. Such readings were recently curbed by Equity.

### NO EQUITY CONCESSIONS FOR BEACH OR ISLAND

Concessions asked for the open air operetta season to be conducted again this summer at Jones Beach, and Randall's Island, N.Y. by Fortune Gallo, and J. J. Shubert, have

and Randall's Island, N. X., by Fortume Gallo, and J. J. Shubert, have been denied on all points by Actors Equity Assn. Managers sought an arrangement for salary reductions when performances are cancelled on account of vini. More shows than usual-were called off on account of weather last summer but Equity took the position that if all performances were prevented during the week, salarics must be paid regardless.

Understood that Equity figured the outdoor showings, presented understock conditions which are less restrictive than regulation legit showings, are in the nature of concessions. Managers sought air exemption of double pay for Sundays, but wer denied. Managers were told they can start the week on any nigh but that a full 24 hours layoff must be given all players following a Sabbath, performance. New York State Sunday law so provides. Understood the managers were asked to kee that stage directors be more conficency and to use different language than the past, as it was reported that reform had lodged complaints against two such individuals last summer. were prevented during the week, salaries must be paid regardless.

Understood that Equity figured the
outdoor showings, presented understock conditions which are less restrictive than regulation legit showings, are in, the nature of concess
sions. Managers sought an exemption of double pay for Sundays, with
were denied. Managers, were told
they can start the week on any night
but that a full 24 hours layoff must
be given all players following a Sabbath, performance. New York State
Sunday law so provides.

Understood the managers were
asked to see that stage directors be
more counteneous and to use different
language than the past, as it was
reported inthe rector, and lodged complaints against two such individuals
last summer.

Hours of rehearsal also set,
with a 12-hour rest required following performances.

# 5 B'WAY HOUSES; 11 OUT OF TOWN

Sam H. Grisman Entering Field Against Shubert-Erlanger's United Booking Office-Will Have More New York Properties Before Next Fall - Using 'Tobacco Road' Profits to Extend String

### 'IN BUSINESS TO STAY'

Formation of n. third circuit' is in the making, nucleus being not less lhan five theatires on Broadway and approximately a dozen out of town. While there were the theating plans of a like nature made some years ago when the legit field was much larger, the impending booking setup is stated to be assured.

to be assured.
What promises to be a new circuit will be under the direction of Sam H. Grisman, win has been acquiring theatres the Times Square for the past year or so. Present string of five will probably be increased before next season. In addition he will have 11 out-of-town spots, arranged for at the present time.

Grisman has been warned against

ranged for at the present time.

Grisman has been warned against
building an empire by taking on too
many houses, but the showman explains his deals are on an economically sound basis. While other managers displayed little interest
curing theatres, Grisman has leased
some desirable properties at low
rents from banks, which were forced
to take over through default of its

to take over through default of interest payments.

terest payments.
Such houses, can be operated more reasonably than formerly. Banks operated under an assignment of rents and so, long as the interest on the first mortgage is assured, they are satisfied until such time when realty values shall improve the sites can be sold.

be sold,

Grisman string on Broadway is comprised of the Belasco, Forrest, Windsor (formerly 48th Street). Hudson and Fulton. He operates all but the Forrest on his wn, that house being rented when "Tobacco Road gave signs of going along indefinitely. Play gave Grisman his real start on the way up, its profits (divided among three or four partners) on the road, providing the money for him to expand.

"We are in business to stav," he

to expand.

We are in business to stay, he recently remarked, but stated the fwe is himself so far as the theatre leases are concerned and that reports of a staying backers is not correct. While there is promise of prosperous-business next season, the year of the World's Fair, Grisman figures, that (Continued on page 5C)

# TMAT-League Pact Due This Week; Manager, Treasurer Terms Settled, Other Issues May Be Arbitrated

### Upped House Costs

Reported that the Shuberts estimate it will cost them \$7,000 more yearly to operate their Broadway theatres under the new wage scales and regulations asked by the Theatrieni Managers, Agents and Treasurers union. Added cost to other theatres will be considerably less, since the managements involved have more or less conformed to the conditions sought for all legiters by the union. In some instances there will be virtually no upped expenditure.

Number of Shubert theatres have not used individual house or company managers, particularly in recent seasons. One man has been required to count

man has been required to count up two and sometimes three

# **PLAN SECOND EQUITY CENSUS**

New census of Equily's member-ship will be taken, somewhat different from the incomplete data recently sought when WPA was asked to add more professionals to the Federal Theatre Project. New questionnaire to be mailed to 3,000 names on the membership list, has the leading question: Would you be willing to work, for the WPA theatre project?

Other questions have to do with the type of engagements or stage business which the recipient feels to be his or her best field. It pected that when the informatio is assembled it will be shaped by Equity for the use of WPA in easting. If character people are sought, such list would be submitted. Same if juveniles ingenue, are sought. In that way a general call with confusing crowds would be obviated.

Recent census employment to have been been seen as employment. New census of Equity's member ship will be taken, somewhat differ

obviated.

Recent census employment among the membership appears to have been not productive of the desired results. It was done too hurriedly and answer received could not be properly classified.

### 'Tobacco' for Buff

Columbus, March 15.
Tobacco Road booked into
Hatthan March 23 for four nights
and two matiness, the fifth appearance for the play here. John Barton
is the Jeeter.

# **Shuberts Weighing Summer Operettas** In Strictly Strawhat Spots; Set Details

Columbus, March 15.
Tobacce Road' booked into Hartman March 23 for four night and two matinees, the fifth appearance for the play here. John Burton is the Jeeter.

Summer Operettas

I Summer Operettas

I Spots; Set Details

Lynn Fontanne Double

As Howard's Ophelia
Copenhagen, March
When Leslie Howard comes, to Denmark in July to play Hamlet in its original surroinindings at the joid Kronborr Castle in Elimore, to defend the produce of English and probably will play to begin when men report for duty, remaining the producers and the lesse installs in Frence of English and probably will play will play to begin when the proposed. The safe of the switch months to perfect ther already good English and probably will play will play to play the play defended in the sold Kronborr Castle in Elimore, to be a summer of the summe

Basic contract with the Theatrical Managers, Agents and Treasurers, union will probably be signed this week by the League of New York Theatres (producers). That was indicated during three sessions het week believen committees representing the two groups.

There were reports that the producers planned dating the contract to be effective beginning next, scison, but no such suggestion was made. Union had been prepared to resist the move. On the other hand, TMAT nixed an idea of making the wage carle books retroactive as of March. 1.

Both sides submitted their outlines of the contract last Monday (14) and while they appeared to coicur on the scales and conditions for managers and treasurers, it seemed likely that some other points would have to go to arbitration for settlement. Mostly at variance was the section pertaining to press agents and advance men. Terms were dictated by the p.a. chapter (formerly New York Theatrical Press Agents), which recently joined TMAT.

Producers were somewhat surprised over the demands of the agents, who are seeking higher pay than the minimum sough last season when they had their own group. League was said to have an agreement with NYTPA, but desired signaturing it when advised to delay by an official of the International Alliance of Theatrical Press dents), at the time TMAT was supposed to form an alliance with the stage hand su minimum. Stated that the \$150 weekly minimum, which was to have been the slary for p.a.'s for exclusive services, is more than many of that craft on Broadway have yet earned. In the agreement the p.a.'s ask for \$150 cach show handled by the same or different managements. Should there be four shows, the weekly pay would be \$600. P.a. figure that since they will have to pay one or two associates and their assistants, would receive \$75 and \$100 weekly, according to the number of shows handled by each office.

number of shows nanueur of the paid for three weeks in advance of opening, claiming the preparatory work for a show requires that much time and is often the most important publicity period. On the road advance men (pa.s. ) are to receive \$175. Also retain the right to bargain for salaries in excess of the minimums both for Broadway and the road.

## Plays on Broadway

N. Y., March II. 30.	\$0,00 top.
Tettoglokov comession	Con MacSunday
1. House to have a second	Frances Woodbury
Programme 2.9 less lightly	Prances Woodbury
Archbishop.	Millson Tabell
A atherme.	Glenn Hunter
19131	Transport
Ramber	Mana bi. Islantisia
Atanta Onlant	Leo McCabe
Advisor Shouldhay	Entd Cooner
Water - Donno	Pass Le Noir
I'ribee George	Loutle Anuton
Yelagin	Leslie Austen
Ponin	Trouvent David
Potenikin	
Zulniv	Karl Lowenthal

Last week brought in two period.

Last week brought in two period.

biographical plays with foreign
backgrounds. Empress of Destiny
was the more costly venture, but its
chances of capturing the playgor
loaded no better than 'I Am My
Youth, the companion piece.

Indicated that plenty conIndicated that plenty conIndicated that plenty conIndicated that plenty conIndicated that plenty state of the period of the per

(Closed Saturday (12) after erformances; printed for th

### THE HILL BETWEEN

Anna	Dorothy Pullen
Brent	Philly Ober Lill Zehner O. McWatters
Pillen.	Lill Zehner
I've Robbins	O. McWatters
True thriter	Lienry Brown
131 Whiters	
Cale Stubbs	Gilbert Patra
Acnes Biddle	Mildren Dunnock
Bessel Coul.	Engenie Carson
Annt Prome	Nell Harrison
Larry Wallister	The court of the c
Malsh Bitlers	Jim B. Robertson
Doloh Collins	Bill Benner
disported w. Sander	S. William Crimins
I. 112	Philip Paverskam
Tables Allen, i	
Guests Roberta	Bellinger: .Margaret .Wink-
ler. Ford Bown	æn.

Luiu Vollmen, whose 'Sun-Up' ran and ran and earned a tidy profit about a decade or so ago, has again turned to the hill bee le with whom she most familiar. Because she knows them, understands their ways and sympathizes with their outlook, her folk drama a sincere work that glows with quiet integrity. But like the simple people of the southern mountains, The Hill Between' seems out of place amid the complexities of the city. It's an honsel in the southern mountains, the southern mountains the southern mountains, the southern mountains and the complexities of the city. It is not southern mountains the southern mountains of the city of the red. Film prospects are neglicities.

of the red. Film prospects are negligible.

Winners of fellowships in the sections which brings his big-road with back for a visit to his bostood home. He had always intended spineday to return there to practice the medicine be has learned in the great world beyond the encircling hills. During his brief stay he cantenniates remaining. But his wife itstificately kisses his sister's lyennist's wain and the result disputs the confunnity and nearly wrests several lives.

A winet that fereile melody, the guthat has persed an undertone of nearly invovaints, including those of the doctor's wife and his force:

EMPRESS OF DESTINY childhood sweetheart. Those two are etched to typify the contrast between the complexities of city life and the uncomplicated existence of the mountaint with the mountaint of the mountaint of

etched to typify the contrast between the complexities of city life and the uncomplicated existence of the mountain people.

If appears to be Miss Vollmer's opinion that there is an integrity, an unspoiled, rugged honesty to the and unspoiled, rugged honesty to the and that is some by the civilizing influences of populous communities. She makes it clear that in finally returning to his post in the city, her hero leaves behind him not only his real chance for lasting contentment, but his very ideals.

But the problem isn't as simple as all that, and Miss Voltmer's play consequently suffers and the problem isn't as simple as all that, and Miss Voltmer's play consequently suffers and public is relatively tivial and only in occasional instances do her characters take on the semblance of life. Her hero is a wavering individual, whom she has imbude with her own sentimental thinking. Her, mountain woman heroine; has the play wights understand too inarticulate to expressional too inarticulate too expressional too inarticulate too expressional too inarticulate too expressional too

### **TORNADO**

	The second state of the second
Drama in three i	erts (eight scenes) by
Lating Persei	ited by Social Stage.
stayed be Kalman	durkl. At Bayes thea-
Warmh 1	durki At Bayes thea- 0, 38, \$1-55 top.
City in an amine	Sylvia Marki
Mary Butle	Sylvia marki
Plates	Ruth Haber Herbert Binder
Pitate Malianette	Herbert Binder
THERE MERIDING STATES	Paul Graham
Charles Butters	Jerry Plerce
Par Clark,	Merly Pierce
Elliot	Val Valentino
Unberts	John Braddy
Russell Collins	John Braddy Houston Blake Peter Owen
Dadis Namentales	Peler Owen
Ranto Arriva ascer.	Val Valentino
William Contract Contract	Date Manning
Elist Policeman	Paul Manning
Second Policeman.	Steven Sterr

Social Stage, formerly the New York's numerous co-operative groups founded to present plays which it considers of, social importance. It's a non-profit venture.

Tornado' has a frankly left wing plot with a number of situations which have had their news counterparts. It deals with the trial of a cop's brother who is framed on a murder charge. When everything fails, the international Labor Defense, by organizing mass pressure, brings a repriet from the counterparts. It was not contain falls with the policeman converted to the cause of mass action.

Scheduled for three performances with an all-amateur cast. Management states it will try to open on Broadway later in the season and has plans for the cast joining Equity.

### Edith Shayne, Stricken On Tour, Still Critical

Un. Four, Still Critical

Edith Shavne, who played the part of Maggie, the cook, in the Max Gordon roadshow of 'The Women,' has been confined in the Wesley hospital here, critically ill of pneumonia. Actress was admitted when the troupe played here last week, and a bulletin susued Saturday (12) gave her condition as better, but still dangerous. Members of the cast state that she

Members of the cast state that she had been ill for two weeks, but had attempted to fight off the attack.

### Play Bureau Winners

### Shows in Rehearsal

What a Life' ('It's a Gift,'

'I Married an Angel'-Dwight D. Wiman. Schoolhouse. 'Schoolnous-Philip Dunning Sea Gull' — Theatre

Guild.
'The Duchess of Maifi'-Mer-

The Duchess of Marie Cury.

All the Living — Cheryl Crawford.

'Simply Henry Hogg'—Theatre Guild and Actors Rep.

### Plays Out of Town

### SPRING THAW

Providence, March 13.
Comesh, iff three acts if seemed by Chree
Kummer, Produced by Max Gordon, Sirus
Holmod Xounz, Siras
Holmod Xounz, Siras
Holmod Xounz, Siras
Holmod Xounz, Staged by Arthur Honkins,
Honkins All Holmod Research Comments and Honkins All Hon

eorges LeBord

Though extensively rewritten, with two cast changes, since its debut in Baltimore several months ago, Clare Kummer's new comedy. Spring Thaw, lacks the punch and strength to carry it far.

Thaw lacks the punch and strength to carry it far.

Written to Roland Young's easysoing humon, the comedy carries a 
few sprightly lines, but on the whole 
lacks spontaneity. Young's return to 
Providence, after 14-year absence, 
helped boost the bo. Much of the 
effectiveness of his soft-spoken quips 
is lost however.

First act serves in a vague way to 
present the principals. Hopes of 
faster second and third acts don't 
materialize, and the filmsy plot is left 
squarely on Young's shoulders, although supporting cast works and; 
settings are splendid.

Plot gives Young an opportunity

bly with its material. Oenslager's settings are splendid.
Plot gives Young an opportunity to carry out his Hollywood characterizations. He is portrayed as an easy-going, home-loving husband who has inherited a chain-store business. Willie (Young) placidly accepts the interest his wife, Bee (Lillian Emerson) takes in a self-pining placed by Guido Nadro. His wife twaying, Willie decides to take a hand, and fakes a suicide attempt. He partially regains her interest, but she finally decides to experiment, running away with LeBord.
Final act takes the would be lovers to Willie's camp in the Adirondacks, where they find Willie's Carpinip has been been considered in the regarder of the winter camp has been carbord's weaknesses, and Willie and Bee Emerson is chaming as the wifes extended the constant of the con

and Bee become reconciled.

Miss Emerson is charming as the
wife, and Mary Philips, one of the
newcomers does well as Wille's
older sister, Nadzo, the other replacement, showed tendency to
overact.

Not the best of Miss Kummer's efforts, the play will need fuither strengthening if it expects a run on Broadway which follows Boston.

### **PAMELA**

Hollywood, March 13.

Hottywood, March 13.
Comety in three acts, by Joseph Cambe, Presented by Carl E. Hilbert, Jr., and Front Ames. At Pootlights Workshop, Hollywood.

Mellywood.

Cast: Johnny Day, Mary Russell, Ron Steele, Jark Kineke, Grant Yerden, Lala Levil, Glorie, Gurder Byant, auggles, David Byan Robert, Possile, James Rarriay, Coorne, Kirby, Better Beauvals, Melora Recite.

This little theatre entry has the makings and should improve its worth with professional treatment. Frofanty is peppered through the script and a movel second act twist gives it hilanious, risque momentum. Story concerns a playwright who marries a supercillous actress against the advice of his pal, a columnist, the different particular than a columnist of the man of letters, much to the discomfort of the dot-and-dasher, the decides to help his pal and digs up the gal's dark past, which makes herplay ball with her mate.

play ball with her mate.

Columnist demands she submit to a rigorous budget and give issue to an offspring. As to the latter, he orders ... and I want you to work on it right away.

orders. And I want you on it right away.

But wife is only biding her time until she ean get something on the news peekholer. Her one opportunity finally goes awry. Rear tragedy pokes around toward the end, but it could be eliminated.

Johnny Day, as the columnist, Mary Russell, the actress, and Ron Steele, the playwright, earry the burden acceptably. Script needs tightening. Looks promising though Helm.

# Inside Stuff—Legit

Every now and then Hartford, Conn., where there is a yen for show business among its citizenry, sends forth a candidate for Broadway, Couple of seasons back a local group called 'Friends and Enemies of Modern Music' backed Gertrude Stein and brought forth 'Pour Saints in Three' Acts.' Late Harry Moses became interested and upon bringing the colored cast outfit to New York found it was tangled up in union trouble. Venture west into the red went into the red.

went into the red.

Latest Hartford bubble was 'Empress of Destiny,' which stopped after five performances at the St. James, N. Y., last Saturday (12). It had been tried out in a Connecticut summer theatre. Mrs. Gertrude Bernan, wife of Hartford attorney, collaborated in the play and put up some of the coin. Her professional name is Jessica Lee. Elissa Land starred in Empress, and Ilia Mottyleff, who staged it, were also reported though Frederick W. Ayer was the presenter. Mottyleff, said to have come from Max Reinhardt's drama school in. Berlin and Moscow, was a newcomer so far as Broadway is concerned.

Political jitters suffered by Secretary of Labor Perkins caused censorship of 'Prins and Needles,' hit revue of the Ladies' Garment Workers' Union, for its recent performance in Washington.

ers' Union, for its recent performance in washington, After inviting the garment workers to stage their popular show to pepup the Labor Department's 25th anniversary celebration in Washington, Miss Perkins suddenly realized the revue was crammed with ticklish references to U. S. officials and foreign big-shots. Scissored all mention of toreign dictators and even objected to use of the names of Mayor Frank Hague of Jersey City, and J. P. Morgan.

Players accepted the Perkins ultimatum good-naturedly, after it had been explained that controversial subjects should not be aired at a Government-sponsored entertainment.

However, numerous acts of Pins and Needles—including those that were censored by Miss P—were put on at the White House where President and Mrs. Roosevelt applauded the players and laughed hearily, at the most undiplomatic lines.

George Holland, columnist for the Boston American and author of 'Pje in the Sky,' a stock market comedy bought by RIGO and produced as flicker under the title 'Don't Tell the Wife,' is trying to sew up legit rights again on the piece.

Studio asked him for release to produce it by RKO Studio Club on the Coast. Holland says the film contained four lines of his original dialog, and that the plot of the picture came from parts unknown. Maintains that only summer theatre audiences, where the legit piece was tried under original title, have seen the play and that it's still a good possibility (in his opinion) for further exploitation on legit boards.

Already has some nibbles, he says, but just learned, on re-reading hi contract with RKO, that legit rights were not sold at the time of the picture deal.

In addition to a rather high operating cost, another reason for the closing of 'Between the Devil' at the Imperial, N. Y., last Saturday (12) was Jack Buchanan's contract limitation of 20 weeks. Of that period 12 weeks were played on Broadway. Balance of the time was consumed out of town, inclusive of the interval 'Devil 'was brought back for revision before again going out.

Buchanan is going back to London, as is Adele Dixon, who with Evelyn Laye composed the British trio which topped the cast. Latter's plans are somewhat dependent on Frank Lawton, her husband, who opened in T-Am My Youth' last week at the Playhouse, N.

High gross mark was set by the San Carlo opera company in San Francisco last week, when takings were nearly \$56,500 at the War Memorial auditorium. Presentation scaled at \$1.65, top, with all but two presentations going to virtual capacity.

Outfit was late in starting its tour this season, not opening until December. Far western stands have been the San Carlo's forte.

Beatrice Lillie is definitely committed for a Shubert musical to be presented next fall. In the interim she is due in London, where C. B. Cochvan will present her in a revue which will include number of skits from her musicals of the past several seasons. Edward D. Dowling, of the Shubert production department, will stage the sketches over there.

Miss Lillie will sail late this month.

Number of Broadway legit theatres equipped with new cooling systems was considerably increased last season. Additional houses to be so modernized for the coming summer have not yet been indicated, but the Music Box has contracted for cooling apparatus. System to be installed requires an ice compartment. It will cost around \$12,000.

Equityites who became steamed up for the plan to turn the associa-tion's monthly pamphlet into a magazine for newstand distribution appear to have calmed down. They were advised that such a venture would be costly and that Equity is in no position to do the financing.

### TMAT-League

(Continued from page 47)

of Elise Chisholm and Oliver Saylor, press agents; George, Ashby and Allen Schnebbe, company and house managers, and Richard Moon and Arthur Wright, treasurers. League committee included Warren Munsell, Brock Pemberton and Millon R. Weinberger. Weinberger.

TMAT will also organize a chap-ter in Boston, probably starting this week. Chicago will very likely fol-low, although there is a treasurers' union there operating under a state

Stated, too, that the front of the house of Ringling Bros. Barnum & Bailey circus have joined the union, with others expected to follow.

Philadelphia, March 15.

Total chapter of the Theatrical state Managers, Agents and Treasurers intention was formed here last Phurs staffs day night (10) at a special meeting of at the Forrest theatre following the and, performance of 'Yes, My Darling' said.

Daughter. All those present, 26 in number, applied for membership. Lex Carlin was chosen temporary chairman and Mark Wilson tem-porary recording secretary. Included in the membership are

the only two managers in town, Lawthe only two managers in town, Lawrence Shubert Lawrence, local rep of
the Shuberts, and Samuel F. N. Nirdlinger, minager of the indie Erlanger. Wilson and Thomas J. LaBrum are the only two press agents
included. All those present were
told by Hai Olver, business manager
of the New York TMAT that 'you'll
have to join sooner or later, so you
may as well make up your minds
to come in now."

to come in now."

Lawrence not only joined himself, but instructed all loce! Shubert employees to follow suit and even paid the initiation fee for several who were unable to bo so.

Stated by Olver that the union would establish the same minimum wage requirements for the various classifications as are being sought in New. York. When the local legistration under control the TMAI mitends to organize front of the house staffs in film houses and other places of anusement, including ball parks. of amusement, including ball parks and similar outdoor spots, it was

# Equity Pays Stranded 'Porgy' Fares: May End Managerial Exempt List

Equity will revise or eliminate en-tirely its list of managers exempted from being required to post surety bonds or cash to guarantee for actors bonds of cash to guarantee for actors salaries, and return transportation costs. Such action will doubtless result from the stranding of Porgy and Bess' on the Coast last week, with Equity taking the slap because the guarantor walked out.

Revival of the Gershwin operetta

Revival of the Gershwin operetta was presented by Merle Armitage, western showmen principally identified with concert activities. Most of the original cast and chorus of Porgy' as put two seasons ago by the Theatre Guild, was recruited in New York. Charles L. Wagner, also a concert specialist who formerly was an occasional legit producer, guaranteed salaries and farestor the Armitage venture.

or the Armitage venture:

Wagner later wrote Equity to the
effect that he was withdrawing from
financial responsibility on the propo-sition. Claimed at that time that the
players had gone to California.
Equity replied that it could not accept. Wagner's repudiation of his
guarantee. No action was takenthen, since any default on the part
of Armitage was conjectural.

Early last weer Equity's orners in

or Armitage was conjectural.

Early last week Equity's offices in
New York was informed by its Los
Angeles representative, I. B. Kornblum, that 'Porgy' people were filtering into town from San Francisco,
where they were dismissed by
Armitage, without salaries. Some,
were stony broke and Kornblum was
instructed to advance them money
for food and to arrange for their return fares.

### \$1.000-\$1.500 Bill

Cost of bringing back the 'Porgy' troupe will be between \$1,000 and \$1,500, with Equity footing the bill. Claims against Armitage for fares (Continued on page 52)

### Special Equity Rules, Closed Shop for Fair; Shakespeare Revivals

Initial progress towards making enfire amusement division of the New York World's Fair a closed shop was made last week when John Krimsky, representing the entertainment department of the exposition, and Busine Managing Fair Progress of the progress of the exposition. ment. department of the exposition, and Burgess Meredith, Equity executive, huddled. General question of shows at the fair was discussed, with evidence that fair officials were assuming favorable attitude on unionized shows, especially legit productions. As a result of these preductions. As a result of these preductions, as a result of these preductions. As a case of the continuous continuous designs of the Associated Actors and Artistes of America shortly to delve further into actors rights at the N. Y. show.

of the discovering shortly to delve further into actors' rights at the N. Y. show.

Because of ramifications and va-

Because of ramifications and varied conditions which will prevail at the fair, a different schedule of performances for Equity members is an prospect for the 1839 exposition. This is because fair officials plan to hold the running time of all exposition shows down to a one-hour maximum, no matter what type of performance. They figure that the time limit for any fair visitor's patience.

Because Foulty son has grateral

tience.

Because Equity now has general rule of eight performances, including two matinees, per week, last week's discussions centered about the possibility of liming up a special fair schedule which would take contraction. fair schedule which would take cog-nizance of brief shows. Effort will be made to work out, a lineup, call-ing for three 45-minute shows daily and possibly four of five two days a week to compare with the average Broadway Heritimate of work week to compare with the average Broadway legitimate of more than

### Leventhal Purchases The Shubert. Newark

Newark, March 15.

Shubert theatre here has been sold by the Prudential Insurance Co. to Jules J. Leventhal for reported price of \$300,000. Buyer has been the lessee for the past three years and will take tile to the property in July, when the current lease expires. Ray Fayton, manager of the house, confirmed the sale.

Theatre was built in 1913 for Corse Payton, uncle of present manager, for stock. Shubert brothers took it over in 1923 for legit. Leventhal has ed it in recent season as one subway circuit' spots for rotary

# GEORGE ABBOTT **TOO BUSY FOR H'WOOD**

George Abbott has changed his plans and now does not intend to produce and direct the picture ver-sion of 'Brother Rat' for Warner Bros. Instead, the producer will be too busy with legit activities for the balance of this season and through next fall.

What a Life, which he put into rehearsal last Monday (14), will probably be his last show this season: probably be his last show this season. Comedy was previously called 'Enter to Learn,' 'Exam,' 'It's Gift, 'Boy at Work' and 'Central High.' Next season plans include another laugh play, 'Bedroom 'Story' and the tune version of Comedy of Errors, with music by Rodgers and Hart.' He has dropped the idea of doing 'Much' Ado About, 'Nothing'.

Ado About, Nothing.

Abbott expects Biother Rai' to finish out the season at the Ambassador, N. Y., and 'Room Service' to run into next fall at the Cort, N. Y. Fate of 'All, That Glitters,' Biltmore, N. Y. and the road troupes of 'Service' and 'Rai' depend on business.

Rat' depend on business:
Anent 'Rat,' with the closing of the
Philly troupe last Saturday (12), the
baseball glove used as a prop in the
original company. New mitt wouldn't
do, since it had to appear worn and
so the producer borrowed one from
his nephew, Hamilton College
stude. Lad is going out for the diamond squad, this season, the
Philly 'Rat' company just closing
in time.

the part of the semi-conscious pitcher in the Warner Bros. produc-tion of Rat. Wayne Morris is said to be set for ne part of the semi-conscious

### 'DOLL'S HOUSE' CHANGES CAUSE BILLING SCRAP

Changes of the leads in the Jed Harris revival of 'A Doll's House, at the Broadhurst, N. Y., were acat the Broadhurst, N. Y. were accompanied by internal differences which led to Equity reaffirming a rule on billing. With Dennis King and Paul Lukas leaving the show the manager sought to drop Sam Jaffe's name from the lights. But Equity ruled that once a player same is so used, it must be for the run of the play. It appears that Haurris was not on speaking terms with Jaffe for several days prior to his name, being doused from the house signs.

Harris' proposed to star Ruth Gor.

Broadway legitimate of more than two.hours.

With a 45-minute or 50-minute show, it was pointed out at the meetings that three such daily would run only two hours and 35 minutes or two hours and 36 minutes. This would compare favorably with downlown legit shows. Idea is to make total working hours virtually the same as now provident in Broadway the same as now provident in Broadway the same as now provident in Broadway. Mer york, four names were given Meredith and Kenheth Thomson, of the Screen Actors Guild, last week received definite assurances. Meredith and kenheth Thomson, of the Screen Actors Guild, last week received definite assurances in the same and the provident in Broadway to the title—minute of the play. It is not on the play to the play of the pla

### Current Road Shows

Week of March 14 Abbey Players, Curran, San

Francisco.

'Boy Meets Girl,' Werber,
Brooklyn.

'Brother Rat,' Shubert, New-

k. Brother Rat, Nixon, Pitts-

burgh.

'Ethan Frome' (Walter Hampden), Américan, St. Louis (13).

'Futher Malachy's Miracle'
(Al Shean), Harris, Chicago,
'Julius Caesar,' Erlanger,

Chicago.

'Richard II' (Maurice Evans),

Opera House, Chicago. Grand Opera House, Chicago, 'Room Service,' Selwyn, Chi-

'Sea Gull' (Alfred Lunt-Lynn ontanne), Ford's Baltimore Fontanne),

(16-19).

"Spring Thaw" (Roland Young-Mary Philips), Wilbur, Boston.

"Room Service, Locust, Philadelphia.

Tobacce Road, Cox, Cincinnat (13).

"Tonight at \$:20' (Estelle Winwood), His Majesty Montreal

Winwood), His Majesty Mon-treal:

(Victoria Regina Helen
Hayes), Shrine Aude, Des
Moines (14); Paramount,
Omaha (15); Muny Aude,
Kansas City (16-19).

(Whiteoaks' (Ethel Barry-more), National, Washington,
D. C.

D. C.

Women? Lyceum, Minneapolis (14-15); Aude, St. Paul
(17-18); Parkwäy, Madison

Yes, My Darling Daughter', Lucille Watson, Forrest, Phila-

Lucille Watson, Forrest, Philadelphia.

Yes, My Darling Daughter (Florence Reed), Bijou, Charlanoga (14); Bijou, Knoxville (15); Memorial Aude, Louis-ville (16); Palace, Marion O. (18); Shea's, Erie, Pa. (19).

You Can't Take It With You, Philmore, Los Angeles (13).

You Can't Take It With You, Louis Can't Take It With You, Philmore, Los Angeles (13).

You Can't Take It With You, Louis Can't Take It With You, Philmore, Los Angeles (13).

You Can't Take It With You, Louis Can't Take It With You, Philmore, Los Angeles (13).

You Can't Take It With You, Philmore, And Can't Can't Take It With You, Philmore, Philm

'You Never Know' (Clifton Webb), Shubert, Boston.

### 49th St. to Shuberts: B'way Offer for 'Haiti,' 7 WPA-ites Reinstated

With the closing of the WPA show, Mississippi Rainbow, next Saturday night (19) at the 49th Street, N. Y., the house will go back to the Shurberts. It had been used occasionally by the WPA theatie, but the project, people explai that the house and stage are too small for most relief show productions.

show productions.

Remaining WPA houses the Broadway district are the Adelphi, with 'One Thi d of a Nation,' and the Elliott, slated to open tomorrow (Thursday) with the postponed 'Prologie to Glory.' In Harlem the project continues to use the Lafayette, which offers 'Haiti,' with a Negro cast.

cast.
Offer to take over the latter show, for commercial presentation brought no result. It was the first proposition of the kind coming before WPA.

no result. It was the first proposaion of the kind coming before WPAand none authority could answer
whether the Government relief arm
could legally transfer the show to a
commercial manager. Cost of the
production is not known and should
'Hail' go Broadway the entire setup
would have to be changed. Actors
would have to be braid the Equity
minimum, stanchands the union scale
and other adjustments made.

Joint appeals board of the five arts
projects in New York recommended
the reinstalement of seven super
sors. Men question consequently
back on the payroll 'Monday 114).
They had been let out some weeks
ago after joining a delegation protesting to Paul Edwards, administrative officer, over transfers. Rule was
that supervisors figuring in a 'cosesation of work would be droped.
Board did not agree there should be
discrimination between those on a
security wage and those getting
more, but having no actual supervisory provers. Edwards assented
but observed that the board bad assimed an 'authority' it did not possess.

Robert Garland, former, Broadway

sess.

1 Repert Garland, former Breadway

2 critic who leduce the WPA publicity

2 shift is stated for a radio interview

3 today (Wednesday), c WNEW.

# Riotous Actors' Meeting Indicates **Election in Equity Will Be Bitter; Agitation Splits Group's Members**

Yesterday the Equity council devoted most of its weekly session con-sidering the suddenly developed agitation within its membership. After going on record and favoring an honorary president rather than a salaried leader, a statement was readied that every councillor (21 of 'em) was gravely disturbed or reputed attacks against its present leadership.

leadership.

It was stoutly denied that there is a subversive group directing Equily affairs, or that such a group is controlled through the council. Declared there is no basis of fact regarding any plan to establish a wPM section; that such an idea is not dere consideration; and if ever consideration; and if ever consideration; and if ever consideration; critainly no amateurs would be admitted to membership.

Council avers it resents and repusations of the council avers it resents and repusations.

be admitted to membership.

Council avers it resents and repudiates unfounded attacks on acting, president Burgess Meredith and that it is working in full cooperation with, thim. Because several members of council were named in newsouper reports, it is pointed out that Philip Loob was recently appointed to the executive committee, as result of his continued efforts in behalf of Equity, and that George Heller, also named was an officer of the American Fedration of Radio Artists, which speaks for itself.

special council session Monday both were given vote of con-

That Equity's approaching annual election will be a hot fight was amply indicated last Friday afternoon (11) by an informal meeting of several hundred actors at the Ambassador theatre, N. Y. Session. grew so disorderly a policeman was called and the affair broke up with nothing definitely accomplished.

plished.

Meeting was called by a so-called steering committee consisting of Equityites frankly in 'opposition to the opposition. Latter group is the militant faction that has been in evidence for the last four years and whose leaders now dominate the association's councils.

sociation's councils.

At the meeting there majority of conservatives who had been invited to select a state for the membership's two thirds of the nominating committee which will be named at a regular meeting inext Friday (16). Also present, however, was a group of the called radicals in Equity and they proceeded to interrupt the proceedings. Bitterness and violent remarks, finally distributed the meeting which got ut of hand to such an extent that the state was not named and adjournment was abrupt.

Flare-up was a disappointment to

Flare-up 'was a disappointment to Equity officials, who had been making progress in handling a heavy schedule of propositions and problems. Since Burgess Meredith took over as acting head of Equity, there has been an increasing trend for harmony, with three-pression of the control of the co has been an increasing trend for harmony, with the conservative elements the council. Meredith is identified with the 'progressives' who originated with what was called the Actors Forum and while he has not been upheld in all his proposals, criticism of the administration has been considerably lessened during his tenure in office.

### Supposed to Be Closed

Supposed to Be Closed
Fiday's meeting was sponsored by a committee, with Francis Verdi stated prepatedly that the gathering was eleased to the Loch faction. Beguliv, Speaker had been MPA juston of the Loch faction in Equity, Speaker had been MPA juston of the fact differences with Merch and the spoused a plan that Equity take spoused a plan that Equity take in "400 to 500 amatems" WPA and that such a scheme would result in the domination of the association. Verdi charged also that the WPAre in question were members of the Workers Alliance, and affiliated with the City Projects Council, which is alleged are Communistic.

That brough Robort Reed, of the lattering program to an artists colony to management this vera in Section of the interior of the strange of fair. That was followed hypometry objectors to the interior fair into and those who backed Reed, all the strange of fair. That was followed hypometry objectors to the interior fair into an alternative for the proposed of the purpose of drama-school rolls.

breaking up the meeting and pointed out that when the Forumites held their meetings last season, those on the other side had not invaded the sessions for similar objectives.

sessions for similar objectives. Crowd started ganging up near the orchestra pit where Reed mained standing, insisting on being recognized by the 'chair,' Verdi refused and others added to the consion. Cop standing in the rear of the house was brought down front, but Reed 'refused to depart unless formally arrested. That condition continued until the meeting was called off and the combalants walked to the pavement to mult it over.

### Meredith's Letter

Meredith's Letter

Among those who rose and for time got the floor was Langdon Me-Cormick, who started reading letter from Meredith whom he had invited to the meeting. Letter explained the writer was, otherwise occupied and stated that the conneil had ordered Verdi out of the WPA position but that he (Meredith) was sorry, for the guy. Other exeryis referred to 'red herring' and some body's looking for a salaried job. Members arose charging McCormick with bad daith, making the letter public. He managed to read more of the contents which included thidea that it might be well for those squabbling over president if Autoinette Perry. Alfred Limt were chosen as an end to the dispute. Balance of the letter was not read.

Meeting opened quietly with Percy.

pute. Balance of the letter was notread.
Meeting opened quietly with Percy
Moore, head of the Episcopal Actora.
Guild, making an address. He said
that Equity meetings were too free
quently disturbing gatherings which
should be conducted with dignity as
lormerly. He departed because of
another appointment. Bert Lyten
followed and read the names of th
steering committee. He was interrupted by Eliot Cabot, who declared
that the meeting was in violation of
a resolution adopted by the council
last week to the effect that members
of that body should not electioneer
prior to the naming of the nominaling committee. Cabot is a councillor, but none on the steering committree are members and his point was
not well received. Instead of being
an observor as was his apparent
mission, Cabot walked out when not
again being permitted to speak.
Frank Craven was given aftentiund he surgested.

again being permitted to speak.
Frank Craven was given attenti
und he suggested a more orderly
proceeding, but quiet eould not again
be obtained. Moore and Craven
were on the committee, said to include presidency possibilities the
others being: Thomas Ross, Wallatee
Ford, Eric Dresser, Jane Grey,
Lyster Chumbers and Mabel Taliuferro.

Louis Hallett of the conservative group, headquartered at the Lambs club, stated he had received is letter from George Arliss who upported a plea to eradicate alleged communistic activities in Equity.

ported a plea to eradicate alleged. Communistic activities in Equity. Letter was quoted as including, II a leader can be found with time, energy and determination, to call upon those members in favor of crushing the Communists. who would uphold the dignity of our profession. If mass meetings could be held along these lines, the old bejuly might be saved.

Star also wrote that people at those meetings with the Inudest variessment the winners. If the more conservative member, could feel that they have majority with the indicated of the could be along the saved of the first the could be along the saved of the could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of could be along the saved of the time of the saved of t

# 'DAUGHTER' 15G. 'RAT' \$6,500, PHILLY

Yes, My Darling Daughter, has finished its two weeks on ATS subscription at the Forrest, and is holding for two extra sharass instead of only one, as first announced. That will bring if right up to March 20, with CM of the control of the control

Never Know, bowing March 28.

Brother Rat wound up its 11-week
(and one day) stint at the Locust and
enjoyed profitable trade throughout.
Show averaged over \$\$,000. on its stay
here. Room Service followed in
last night (Monday), but this is a
second return and no such long run
is expected.

is expected.

Strenuous attempts have been made to get a booking for the Chestnut, but from present indications, next for the house will define the will play a week and speear in both Richard II and Henry IV. Chestnut hones for You Can't Take It With You' April 18. Erlanger announces another return of Tobacco Road around May I, but may get something sooner.

Estimates for You Walk

### Estimates for Last Week

Estimates for Last Week
Tes, My Darling, Daurbher, Forrest (3d week) (2,000: \$2.75). Ended
two weeks on subscription Saturday
(12). but sticks another fortnight, depending-on-regular-public sale; biz
good at \$15,000 last stanza.

"Brother Rat," Locust (1,400; \$2.75).
Wound up corking stav last Saturday after 11 weeks; \$6,500 on the finale. "Room Service" in last night (Monday).

### 'Take' 1-Niters \$10,500

Duluth, March 15.
Road troupe of the George S.
Kaufman-Moss Hart comedy. You
Can't Take It With You last Saturday night (12) topped of a week of
one-niters with a total take of \$10,500 for the stanza. Stands in the
week-included Fargo. N. D. St.
Cloud, Minn. 'chester, Minn.; Eau
Claire, Wis, and Duluth.

Troupe moved on to Columbus, O., for more short stops this week.

### 'Thaw' \$4,000, Prov.

Providence, March 15.

Max Gordon's production of 'Spring Thaw. Clare Kumner's play, knocked on a healthy 44,000 gross at the Playhouse here in three performance of the performance of

tryout:
Moved on to Boston for an engage-ment this week.



### 'Malachy' Measly \$6,000, 'RAT' \$11,800 IN New Season Low, Pitt

New Season Low, Fill

Broadway rep and rave notices conidate are partial rave notices conidate and revent repeated to the property of the prop

### KANS. C. EXTENDS LIST. **HELEN HAYES CURRENT**

Kansas City, March 15.

Music hall, in the municipal auditorium is extending its season into the summer with the musical, You Never Know. being booked for a two-day stand June 6-7. Other legit pieces to come in before that date, but with dates unannounced, are The Star Wagon. 'Brother Rat' and 'You, Can't Take It With You.' Latter two are repeats. Possible that Maurice Evans. will also be 'seen here' again this season in 'King Henry IV' and 'King Richard II.'

Helen Hayes opens a four-day engagement tomorrow (Wednesday) in 'Victoria Regina.' Terrific business' is assured.

### Gov't Circuit

(Continued from page 1)

neatre, which selection repre-entatives of the member units shall

sentatives of the memora and have a voice.

(3) Underwriting by each individual unit of the lease or rental of an existing theatre for a stipulated number of weeks each season, stimulated by the advantages of advertising and social and civic betterment as these may appeal to Chambers of Commerce city governments.

bers of Commerce city governments.

(4) Guarantee of each individual
unit covering the organization of a
subscription audience at modest admission rates, stimulated by the interest of university groups, school
groups, little theater and other theatre minded groups as already exist.
Critic revealed that on his current speaking trip he has found a
growing interest in the rebirth of
the road as a factor in the steadily
progressing expansion of legit. He
also expressed the hope that his plan
might help influence dramatists to
write plays that would interest the
whole country, rather than with an
eye exclusively on Broadway and
Hollywood.

Mantle expects to be back in New York tomorrow (Wednesday).

# BILLY MILTON

NEW YORK JOURNAL AMERICAN "Had the crowd in stitches"

HERALD TRIBUNE

"New and delightful performer"

**NEW YORK SUN** 

"Clever and just risque enough"

## RAINBOW ROOM, New York

Management DICK KRAKEUR 1501 Broadway New York City

BILLY MILTON 15 Hertford Court Mayfair, London, Eng.

# WASH. REPEAT

Washington, March 15.

Smartest booking of season appears to have been the return engagement of 'Brother Rai' at pop prices last week. Show, which opened local legit season last fall at \$2.75 top, did within few hundred dollars of same figure repeat at \$1.10 top.

Current (Whiteoaks, 'which looks read rovel and fact that the Cap always goes for Banrymore. Smart sex expected to turn out en masse for You Never Know, 'which bows next week as year's first musical here. You Can't Take It With You' follows the week of March 23.

Estimate for Last Week

Brother Rai,' National (1.698; St.10). Return of show which opened last fall at \$2.75 found pop trade awaiting it and almost equalled original take with around \$11,800.

### Vagabonder's Tax Ducats

Vagabonder's Tax Ducats

New acting group, the Vagabond
Players, is operating at the Fifth
Avenue, former vaudeville and film
theatre, at Broadway and 28th street,
N. Y. Tickets calling for regular
locations, but not priced, are being
mailed out in one-cent unsealed envelopes. Pasteboards note: "This \$2
c:chestra seat" is an introductory
offer, with 'nothing to pay but 30c.
surtax'. Play announced is 'Love in
a Mist,' offered by another indie
group recently.
Outfit claims to be professional,
but Equity stated the group was not
so listed.

### Allvine's B'way Show

Hollywood, March 15.
Oscar Hammerstein, 2d, has closed with Glendon Allvine for production on Broadway this fall of Knights of Song, a Gilbert and Sullivan melanes.

Piece is breaking in at the Pasa-dena Community playhouse.

### Plays Out

7 Am My Youth was withdrawn from the Playhouse, N.Y., Saturday (12) after playing one week. Period drama drew doubtful notices, with light attendance after premiere.

### I AM MY YOUTH

Opened March 7, '38, Notices were had. Brown (Post), 'To-tally uninspired.' Atkinson (Times), 'Sweetly meditative and rueful.'

Empress of Destiny, also a cos-tume drama, lasted but five perform-ances at the St. James, closing Sat-urday (12). Notices were all unurday (12 favorable.

### EMPRESS OF DESTINY

Opened March 9, '38. Opinions didn't give it a chance. Watts. (Herald Trib), 'Feeble and fatuous work'. Coleman (Mirror), 'Tragedy.'

'Many Mansions' was another weekend closing, going off at the 44the Street after 20 weeks. Drama which opened at the Biltmore drew generally light grosses, but stayed by grace of its backer.

### MANY MANSIONS

Opened Oct. 27, '27, Dissenters were in the majority six to two. Watts. (Herald Trib). said, 'Too. clumsily wrought to be effective,' Whipple (World-Tele), 'An interesting play,' Variety (Shan), 'Tough boxoffice.'

"Ail That Glitters' will close at the Biltmore next Saturday (19)." It will have played eight and 'half weeks. Well regarded at the tryout but it opened doubtfully on Broadway. Average around \$6,000 was obtained mostly by support of ticket agency buy.

### ALL THAT GLITTERS

ALL THAT GLITTERS
Opened Jan. 19, '33. Critics
didn't think too well of this
Abbott presentation. Atkinson.
(Times) wrote, '18 not a nurget
of Broadway gold.' Anderson
(Journal), 'Almiably scatterbrained comedy.' Variety (Ibee),
'Doubtful.'

### Third Theatre Circuit

(Continued from page 47)

theatre operation will be his chief

enterprise:
Quite a flock of shows have opened
and many promptly closed in his
recently acquired theatres this season, but he claims that on the whole
he is doing all right, because in most
instances the presentations put up
guarantees and in most instances the
engagements were not red, so far as
the house end was concerned.

### Two Bad Starts

Aside from Tobacco Road, Grisman concedes, losses in productions and he admits error in going for a chunk of coin in 'Tortilla Flat'. He is also chief backer of 'Who's Who'.

which looks like another mistake.

Aside from 'Golden Boy.' which
has steadily made coin in the Belasco,
there is also the 'Road' engagement
on the profit side of h. theatre-operation. He also spent real moneyin fixing up the Windsor and deepening the stage of the Fulton.

in nxing up the windsor and deepening the stage of the Fullon.

Up to now there has been no contest with other theatre interests such
as that between the Shuberts and the
Klaw & Flanger interests formerly called the 'syndicate.' Shuberts
wedged into the Broadway scene and
eventually rose to be the largest operators of theatres. They built most
of their theatres, then formed corporations, which later went into
bankruptes. How much the 'Shuberts and associates recaptured from
the crash has never been established.
During the receivership leases were
passed back to the banks.

At present the Shuberts control or

passed back to the banks.

At present the Shuberis control or operate the largest number of legit houses in the Times Square district. Some were chiefly built to house musicals, which have considerably declined. They operate some houses under arrangements with banks, annual cost being much less than formally. Erlanger's has passed out of the Broadway picture, but operates some excellent properties out of town.

divine and intends operating his own booking office and will collect the percentage fee on all bookings outside of New York. It is that activity that will probably start a battle with the Shuberts and what is left of the

one Snuperts and what is left of the syndicate. Instead of a third circuit eventuating some season ago, the road had so much been depleted that the Shuberts got together with Erlanger's and formed the United Boowing Office, which supplies time for most productions on the road. Its effect has been to eliminate opposition on the road. That is, instead of having two presentations in a one-week stand, to supply but one. That eliminated the second legit spot and in some stands a pooling deal was made to equalize the operation of the

# **EXPECT TURNER** TO LEAVE **EQUITY**

Although there will be no immediate change. the legal department at Equity's headquarters, Paul N. Turner will probably withdraw at the end of the season. He has held, the post of Equity altorney since the early days of the association. ciation.

ciation.

Turner recently wrote the council to the effect that he has been devoting most of his time lately to the Associated Actors and Artists of America and the American Federation of Radio Artists. Therefore suggested that an adjustment of compensation should be made.

pensation should be made.

Attorney stated he would submit a bill for \$7,500 at the end of the season and proposed that the councillative few season and proposed few season and the few season and the few seasons changes, principally to reduce the cost. Turner approved of the recommendations.

Understood, however, that Turner

Understood, however, that Turner Understood, however, that Turner, is not in sympathy with the changed Equity setup, which followed Frank Gillmore's withdrawal as president to handle the Four A'. Gillmore, and Turner have been closely associated for more than 20 years.

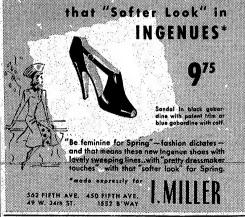
### AGMA Ban on Pasadena

Pasadena, March 15.
Pasadena Community Playhouse
has been put under ban by American Guild of Musical Artists, following reported refusal of Playhouse to ether into unior shop negotiations with Actors Equity Assn.

gouations with Actors Equity Assn.
Members of Screen Actors Guild
and American Federation of Rad
Artists were previously denied permission to accept playing engagements from the community theatre.

theatre which usually

unused theatre which usually changed policy.
Some of those houses may join the Grisman circuit. Understood that he received a number of offers from out-of-town showmen who have made their houses available at advantageous terms. Reported that most of such theatres will be operated without stipulated rentals, a sharing of profits plan applying instead.



# PAUL GER

This Week (Mar. 11) Loew's State, New York NEXT WEEK

> Hello Nearly Everybody Direction—Still LEDDY & SMITH 1270 Sixth Avenue, New York City

# Chi Biz Slump Worst in Years; Room, Evans \$11,500, 'Caesar' 11G

Chicago, March 15.

Business in the legit houses last week sank to the lowest level since the depress days. Entire bottom fellout of the situation, with the three shows in town wallowing in a slough of boxofice anemia. Snakespeare is unquestionably keeping them out of the woo. Class with the starting man and plays, while the streamlined 'Julius Caesar' is getting little more than the guaranteed American Theatre Society subscription coin.

In fact, the ATS has found that considerable percentage of the subscribers are not even bothering to pick up their tickets, and letting their prepaid tickets go rather than six through Shakespeare. Evans is the strength of the public and squawking before women's clubs that he is losing money.

Advance said of 'Eather Malachy's Miracle,' which opened at the Harris last inght (Monday) rated as about the poorest advance any show has had in this town in years. There was protected in the will hold up the boxoffice, if at all.

Even 'Room Service' felt the sting last week, but held to best loops biz on non-Shakespeare appeal. Town is badly wounded in its boxoffice at this time. Maybe it's Lent. But whatever it is, there's no question that business has an odor.

Estimates for Last Week.

Estimates for Last Week

Father Malachy's Miracle, Harris
(1st week) (1,000; \$2.75). Opened
last night (Monday) with only the
subscriptions to help it, as the advance on this show was negligible;
slated for four weeks.

'Julius Caesar,' Erlanger (2nd
week) (1,400; \$2.75). Only the ATS
advance sale got this one any money;
word-of-mouth from general public
adverse; poor \$11,000 take in this big
house almost entirely subscription
biz. In for four weeks.

'Richard IL' and 'Henry IV,' Grand

biz. In for four weeks.

Richard II: and Henry IV: Grand
(4th-final week) (1.300; \$330). Maurice Evans has taken an attitude that
Chicago is going to get its Shakespeare and like it; might as well close
up the main floor, since the only
ducats being sold are in the cheaper
seats for the student element; trying,
with 'Henry IV'; in spite of everything last week couldn't better
\$11.500.

with Jren., thing last week couran. \$11.500.

\*Room Service, Selwyn (4th week) (1,000; \$2.75). Getting breaks due to. Shakespeare as competition; ads. bold-typed 'positively NOT Shakespeare; hit \$11.500, good in face of

WPA "Tailor Becomes Merchant," Great

Northern,
Great Barrington, Blackstone.
Opened last week and panned generally.

### ABBEY SO-SO \$8,000. FIRST WEEK, FRISCO

San Francisco March 15.
First week's biz of the Abbey
Players at the Curran theatre was
fair. Only other flesh competish in
town was from the 'Amazing Dr.
Clitterhouse,' WPA offering at the
Aleazar theatre, and the San Carlo
Opera Company at the War Memorial Opera House. Abbey Players
opned their engagement with 'Far
Off Hills.' Comedy was replaced
Thursday, and Friday nights by
Juno and Payocok' and on Saturday
by matinee and evening presentation
of 'Playboy of Western World.'

Estimate for Last Week
'Abbey Players,' Curran (2d week)

:Abbey Players, Curran (2d week)
(1,500; \$2,50). Unfortunate engagement during Lenten season will hurt
trade from city's big Irish-Catholic
nopulation, first week nabbed
around \$8,000; indications are that
gross for second stint will be better;
slays, third.

stays third.

'Amazing Dr. Clitterhouse,' Alca-(2d'week) (1,629; \$1,10). All big is off in Frisco: Alcazar is feeling, the tightening up of the purse strings.

### 'Daughter' Nice \$9,500. Week of One-Niters

Week of Une-Niters
Atlanta, March 15.
Touring company of Yes, My Darling Daughter, with Florence Reed in the leading role, ended a week of short jumps at the Erlanger here last Friday and Saturday (11-12).
Total gross for the week was \$0,500 for eight performances. Previous dates were in Nashville, Birmingham and Montgomery.

Nashville, March 15.
'Yes, My Darling Daughter' drcw
only little more than \$600 at Ryman
Auditorium Monday night (7).

### Road Legit Grosses

Estimated Total Grosses 

# 'NEVER KNOW' \$25,000, BOSTON

Boston, March 15.
You Never Know, new Cole Porter musical in for a two-week tryout here, is solidly established as a smash hit, as far as this town is concerned. Looks like a long-termer or summer trade on Broadway. Big advance sale was tip-off, and practically every performance of opening stanza was sellout, meaning \$25,000. Show is prelty, well set, except for spotting of Libby Holman earlier in the show with a new number. This revision will be made this week. Miss Holman, in original production, did not appear until late in second

Miss Holman, in original production, did not appear until late in second act.

Spring Thaw, Clare Kummer comedy starring Roland Young, coing one week stand before Broadway, is currently at the Wilbur. On the State are Sea the Wilbur. On the State are Sea the Wilbur. On the Judge State are Sea to the Wilbur. On the State are sea to the State are s

### 'ROAD' \$12,000 ON WK.; 'FROME' \$3,000, INDPLS

Indianapolis, March 15.
Playing the first full week of legit fare in the past several years, the English theatre last week did okay on the first four days with Tobacco Road, and not so forte on week-end with Ethan Frome. Tobacco Road has come along for the past three years at the beginning of Lent, and while the season would seem to be this play, the box office usually shows signs of vigorous health. Ethan Frome, with Walter Hampden, in for three performances on Friday and Saurday (11-12), was lightweight in the cash box, probably because Hampden is associated too much with Shakesperean plays here in Testimates for Last Week

in the hinterland.
Estimates for Last Week
Tobacco Road. English (1,400; \$1.50)—Very good \$7,500, despite the fact that three of the five perform-ances were given at the beginning of Lant

Lent. Frome. English (1,400), \$2,50). Split week with above, \$3,000 for three performances, not so good, with Road hogging most of the reader and art space in local dailes to hamper buildup of unfamiliar Frome.

Terre Haute. March 15.
Tobacco Road, here last Saturday night (12), clicked off a smacking \$12,000 total gross on a three-jump week. Previous stands were in Indianapolis, Monday, through Thursday (7-10), and Kokomo, Friday (11), Show left here for a week's stand in Cincinnati.

### Babes' \$9,000, Newark

Babes in Arms at the Subert last week drew crowded houses and splendid revews from the crist state of the control of the crist state of the crist

### 'Cargo' Drab 21/2G, B'klyn

Cargo Drad Z'/2u, B' klyn
Brooklyn, March 15.
White Cargo' was no great shakes
when it made a return engagement
at Werba's Brooklyn last week. Current attraction at the Brooklyn is
Boy Meets Girl. Brattleboro Players continue with Black Eye' at the
St. Felix St. theatre.
Estimate for Last Week
White Cargo, Werba's Brooklyn
(1,500; \$1.50). Unexciting \$2,500.

Los Angeles, March 15.
You Can't Take It with You'
winds up five highly profitable
weeks at the Biltmore this Saturday
(19) with the house then going dark weeks at the Biltmore this Saturday (19) with the house then going dark for a week before the Abbey Players move in March 28 for a couple of weeks' sojourn. Federal Theatre Project staged a world preem last Friday (11) when it opened 'Alad-din,' an adaptation by Yasha Frank, at the Mayan theatre. Both the Hollywood Playhouse and the Mason get new attractions current week.

Estimate for Last Week

You Can't Take It with You,
Biltmore (5th week) (C-1.856; \$2.75).
Despite Lent and the flood aftermath
rade is holding firm with a neat
\$10,000 on fourth week, and one \$10,000 on stanza to go. WPA

'Aladdin,' Mayan.' Musical, adapted by Yasha Frank, debutted Friday (11), with cast of 125 and concertorchestra; booking is indefinite.

'Caesar's Cleopatra,' Hollywood Playhouse. Opens next Friday (18) with Ilse Lacoste in the title role.

'Accent on Youth' Mason. Preem tonight for one week, with George Barnes in lead spot, house ther brings back 'Pursuit of Happiness for a couple of weeks.

# 'REGINA' \$35.000 **WEEK, MORE RECORDS**

Minneapolis, March 15.
Helen Hayes in 'Victoria Regina' street Lyceum here last week broke all local box-office records for a three-day engagement. Show stopped newspaper advertising a week before its arrival because seast for the four performances, were entirely sold. More than 60% of the thousands of mail orders received had to be returned unfilled and enough business was turned away in this way and at the boxoffice more than to fill the theater for four additional performances.

theatre for four additional performances.

In St. Paul, however, Victoria' failed by a considerable margin to sell out at the two nights and matinee at the Auditorium, where it played before coming to Minneapolis. In the 2,800-seat St. Paul house the show grossed \$12,000. This was the only stand on the present tour where it didn't pull capacity. Victoria' raked in another \$4,400 for a single performance Monday (7) at the Parkway, Madison, Wis, for a total of \$35,000 on the week.

Estimate for Last Week

total of \$35,000 on the week.

Estimate for Last Week
Victoria Regina, Lyceum (2,200;
\$3.30). Helen Hayes jammed the
house to rafters three nights and
matinee and thousands were turned
away; mail order sale smashed records here, as did half-week gross;
with free-list suspended, excepting a
few seats for press, finished with
few seats for press, finished with
could hold at scale. "The Women,"
with Chicago company, current for
three nights and matinee.

Des Moines, March 15.
Winding up a split-week last Saturday (12) at the Shrine auditorium
here. Max Gordon's touring troupe
in Clare Boothe's comedy, The Wemen, chalked up a total gross of \$13.
500 for the seven-performance week.
Previous stands were at the Forum,
wichits, Monday (7), and Municipal
auditorium, Kansas City, Tuesday
wichits, Monday (7), and Municipal
auditorium, Kansas
City, Tuesday
and Company of the Monday
of the Monday
of the Monday
of the State of the State
starring, Victoria Regina, landed
here to conquer the town. Attendance was 4,100 and the gross reached
\$9,400, an all-time high.

Omaha, March 15. Orinha, March 15.
Helen Hayes, playing 'Victoria Regina' in a onc-day, two-performance stand at Paramount here today (Tuesday) is certain of capacity houses both matinee and evening. Advance sale has been the heaviest of any legit company showing here in past five years, and every seat was taken more than a week ago. At \$3.30 top for night and \$2.75 high for mat scale figures out at better than \$8.000 for one day's showing, acme of legit takes here.

Nashville, March 15.

Helen, Hayes will break her own record here March 30. Advance sale for Victoria Regins. higgest history of Nashville show business—Jenny Lind not excepted.

Every scat in Ryman, adiorium advance, of show date. Capacity is 2,800 and the boxoffee should go well in advance of \$5.200 which Miss Hayes drew. Mary of, Scotland and set up as record for single legit performance.

# 'CAN'T' TAKES 10G, L. A., New Lows Give B'way the Weeps, Blame Income Tax Deadline. Lent: 'Right' 26G, 'Susan' 17G, 'Time' 151/2G

### B'way Legit Grosses

Estimated Total Grosses Estimated Total Grosses
Last Week ... \$251,000
(Based on 24 Shows)
Total Grosses Same
Week Last Year ... \$332,200
(Based on 24 Shows)

More squawks from showmen this week than perhaps any other period of the season because of the slump that formerly was ascribed to Lent, but more alaely to income tax payments. New lows were reached by some presentations which had been figured strong enough to counter the conditions.

ments. New lows were reached by some presentations which had been figured strong enough to counter the conditions.

Survey of the grosses drawn by most leader, however, indicated that there were plenty of near profits and the property of the property of

delayeu
Hudson.
With the federal tax deadline
passed yesterday (Tuesday), better
attendance expected for the balance of the week.
Estimates for Last Week

'All That Glitters,' Biltmore (9th week)' (C-906; \$3.30). Final week; maybe even break or slightly more on operation, but red production; \$5,000 final week.

\$5,000 final week.

Bachelor Bern, Lyceum (8th week) (C.987; \$3.00). Figured to stay well into apring period or beyond, first week here efter moving from Playhouse promising at \$8,500.

Brother Bat, Ambassador (68th retwo

over into spring.

'Empress of Destiny,' St. James.

Yanked Saturday (12); drew general panning; played five performances,

'Golden Boy,' Belasco (20th week) (C) John Saido, Dropped with nearly all others in last weeks further decline; still okey, with takings around \$12,000.

around \$12,000.

'Hooray for What, Winter Garden (16th week) (M-1,671; \$4.40). Drew rather well last half after another slow start; gross estimated around \$20,000; low probably some profit for musical.

said to still be making some money; again around \$7,000.

'Shadew and Substance,' Golden. (8th week) (D-789; \$3.30). Held up strongly with midweck matince surprisingly big Lent for religious drama; \$12.500.

'Sesan and God,' Plymouth (24th week). CD-1,106; \$3.30). Straight show lender, also maintained the gross at \$17,000 mark. Inner pross at \$17,000 mark.

'The Hill Between,' Little (2d. week) (D-532; \$3.30). Opened late last week; notices not promising; chances may be indicated this week. (The Star Wagen. Empire (25th week) (CD-1.096; \$3.30). Stood up well with better than \$12,500 grossed. Inst week: announced to tour after three more weeks, due in Chicago. The Women, Barrymore (64th, week) (C1.0468; \$3.30). Eased off further, but still indefinite; takings slightly over \$10,000; some profit at pace.

further, but still indefinite, takings slightly over \$10,000; some profit at pace.

Three Waltzes, Majestic (12th week) (0-1.753; \$3.30). With Between-the Devit-out of field operetta may improve; average estimated pace \$14,000.

Tobacco Road Forest (225d week) (2-10.3 \$1.65). Slump of the control of the c

regular Guild customers; estimated over \$10,000.

Added.

Pins and Needles, Labor Slage (14th week) (R,500; \$2.75). Doing nearly all small house will hold; unionite revue around \$7,000 mark.

Cradle Will Rock, Mercury (11th week) (M-682; \$2.20). Final three weeks announced; may be done on Coant; slightly profitable; under \$5,000 last.

Bevlvals

'Julius Caerar' and 'Shoemaker's Holiday, National (19th week) (1,164; \$2.20 and \$2.75). Business slipping, with last week dropping to around \$8,500 mark.

'A Doll's House, 'Broadhurst (12th week) (1,116; \$3.30). Around \$8,500 last week; thad been topping \$10,000; due of 800 mark.

'A Doll's House, 'Broadhurst (12th week) (1,106; \$3.30). Around \$8,500 mark week dropping \$10,000; due of 800 mark.

'A Doll's House, 'Broadhurst (12th week) (1,106; \$3.30). Around \$8,500 mark week dropping \$10,000; due of 800 mark.

'MPA

'One Third of a Nation,' Adelphi;

top WPAer.
'Hait!' Lafayette, Harlem; colored cast drama.
'Prologue to Glory,' Elliott; due last night.
'Mississippi Rainbow,' 49th Street;

### TAKE IT' SOCK \$20,000; AIMS FOR DET. RECORD

Detroit, March 15.
With a second week gross above the opening stanza, You Can't Take It, with You' figures to run off this Saturday (19) with about the highest dotal take ever recorded here for a thr week stand. Yes, My Darling Daughter' (follows, opening Sunday night (20).
Bally word-of-mouth and rave notices built up Can't Take It' to an estimated \$20,000 last week at the Cass, following, around \$21,000 the opening stanza. Both were wows, especially at the \$2.75 top. Originally set in for one week, the comedy will

slow start; gross estimated around \$20,000; top probably some profit for musical.

'Id Rather Be Right,' Alvin (20th week) (M-1,355, \$4.40). Still the best gross-getter on Broadway, but also affected by conditions; around \$26,000, lowest figure to date.

'I Am My Youch; Playhouse, Disappiniting reception, with management deciding to close Saturday (1986). Still the set of the week figure of the week (1986) and Men, Mansions, 44th Street Closed Saturday, 100, after being on the werge for some time; played 20 weeks; average under \$5,000.

'Ot Mies and Men,' Music Bos (17th week) (D-1019; \$2.75). Dropped again, with takings approximately \$6,500; fow mark to date; scale reduced this week; follows \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-1019; \$2.75). Dropped again, with takings approximately \$6,500; fow mark to date; scale reduced this week; follows \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-1019; \$2.75). Dropped again, with takings approximately \$6,500; fow mark to date; scale reduced this week; follows \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$2.75.

'On Borrowed Time,' Longacre f(in week) (D-108); \$3.30. Start and \$3.50.

'Our Town,' Morosco (7th week) (D-96); \$3.30. Not affected as much start and \$2.50.00 lists week, tollowing a start with the start and \$2.50.00 lists week, tollowing a start with the start a

### Driscoll's 100 Papers

Driscoll's 190 Papers
Cliaries B. Driscoll, for 13, years
editor of O. O. McIntyre's column
at McNaught. Syndicate, now handled as a columnist by that firm,
has already been signed by over 100
papers. McIntyre had a total of
about 500 papers some of which are
now taking Louis Sobol's stint via
King Features. Hearst newspapers
and others taking Sobol total
about 50. about 50.

Plug for Driscoll's biog titled 'The ife of O. O. McIntyre' appeared ist week as trailer to Sobol's column

column.

Soon after the death of O. O. Mc-Intyre and the discontinuance of his daily column, nearly all synders of series of replacement columns with considerable success considering recession conditions. During the depression in the early 30's there was a general tendency to drop, Broadway columns and cut down on contract service in many parts of the country.

Same does not apply now and in-

Same does not apply now and in-dicates business is not as bad as re-ported, according to syndicate people.

ported, according to syndicate people.
Associated Press: has launched a
riew syndicated column by Dale
Harrison filed New York. Harrison is a former reporter who has
been switched to columning by the
AP's feature service, in an effort to
sell New York column to the
spapers which formerly took O. O.

Philadelphia Guild Trial Ends Nine members of Philly Bulletin mit of the Newspaper Guild were djudged guilty Sunday (13) on one of three charges of violating the adjudged guilty Sunday (13) on one of three charges of violating the Guild constitution. One man was suspended for a year and the others were reprimanded.

Trial, before a five-man board se-lected by Guild exces, was first of its kind in the country. It lasted more than 12 hours two Sunday sessions and briefs were filed by both sessions and briefs were passides before decision was pass

sides before decision was passed.
Guilty verdict was returned on
charges against Guildamen of participating in collective bargaining
with their own employer. Guild
rules are that bargaining must be
done through a Guild negotiating
committee and that no member of
the committee shall be on the staff
of the paper for which bargaining
is taking place.
Not zuilty verdicts were returned

is taking place.

Not guilty verdicts were returned on charges of disclosing confidential information in the form of a wage survey to the publisher. Indictment charging disobedience of the local advisory board was quashed.

Roger Gibson, prez of the Bul-letin unit, was the man suspended. He announced he will appeal to the international exec board. Those rep-rimanded ware Policial Williams mernational exec poard. Inose rep-rimanded were Robert W. Comber, Don Donaghey, Ray Josephs, Ray Hill, William Tucker, Harry McGoni-gal, Charles McElfresh and Max Cur-

Trial board at the same time found Trial board at the same time found Charles P. Polk, prez of Philly-Camden Guild unit, and Richard V. Cornish secretary, not guilty of dereliction of duty on four counts, It found them guilty, however, of permitting members of the Bulletin unit to attend a meeting with the publisher without properly, advising them at what point that meeting would become collective bargaining. The two officers were censured. The two officers were censured.

Al Cohn's Ex-Col.
Withdrawing his column Now
and Then, from the L. A. Examiner,
Alfred A. Cohn confining his
literary efforts to Altred A. Committee of the contract of the contract since relinquishing his post as collector of the Port of Los Angeles.

Harry Crocker, publisher's assist-ant, is by-lining the pillar.

Gress Neglect?

Newspaper Guild of Boston, is investigating the dismissal of three employees of the Lynn, Mass. Tclegram-News without severance pay. Gross neglect of duty the paper's explanation.

One of the reporters given the gate the femme society editor-who's expecting. If pregnancy interpreted as 'gross negleel' by the publisher then there will be some fireworks in Lynn, according to the Hub

of the first luncheon and speakers, Sinclair Lewis, Ferdinand Lundberg

Sinclair Lewis, Ferdinand Editioning and Mrs. Ruth Harkiness.

Idea is stated to be promotion of closer contact between writers and he public. J. Donald Adams and eloser contact between writers and the public. J. Donald Adams and Irita Van Doren, book editors of the N, Y. Times and Tribune Sunday supplements, respectively, will be chairman of subsequent literati luncheons.

Journal-American Seeking
Hearst's N. Y. Journal-American is
reported to be considering adding a
new Broadway column. This is the
result of squawks from many of the
Broadway nitery burth who state
there is no outlet for plugs and mentions since Sobol's column has been
switched to the Medityre spot.
Among those boing considered for
the spot are Hy Gardner of the
Brooklyn Eagle, Hal. Eaton of the
Newhouse Syndicate, Jimmy Camon
and John MeClain, last two currently
on the J-A staff.

New Magazine

Dell Publishing Co., has issued a pne-shotter titled Ha, edited by Norman Anthony. It's a pseudo picture magazine, which ribs the others of this type, as Ballyhoo parodies advertisers. Mag sells for 10 cents.

Voter the name of a new pocketsize mag devoted to 'polities' which will be edited in N. Y. by Francis J. Farley. It's due out March 23, priced at 10 cents.

Behaviorism for Writers
Random House, which publishing Elizabeth Hawes book, Fashion Is Spinach, is tossing a combination cocktail party and fashion show for the literati tmorrow. Dignified -Titerary connoisseurs, possibly un-familiar with such goings on arc requested to keep their hands off the requeste models.

Press Agents Are Happy
New electric news bulletin sign
on roof top at 46th street and Broadway. N. Y., set up by Benton &
Bowles agency for Calvert Whiskey
has press agents pleased.
Running illuminated lettering is
supposed to be columnist stuff, etc.,
but is mostly sluffo publicists can't get placed elsewhere

Negotiations between Preston Goodfellow, publisher of the Brook-lyn Daily Eagle, and S. I. New-house, publisher of several N. Y. house, publisher of several N. Y. newspapers, are reported off. Newhouse was sald to be considering the purchase of the Eagle. Goodfellow is understood to have had several conversations with Newhouse, who publishes the Long Island Press, Newark Ledger and Staten Island Advance, but deal, if any is temporarily cold.

Ridder Brothers, publishers of German language newspapers, who also own several papers in the middle west, were also ieported to be involved in the deal on the Newhouse end.

house end.

Front Page Ball
Front Page Ball is scheduled for April 22 at the Astor Hotel, N. Y. by the N. Y. Newspaper Women's Club. Mrs. Franklin D. Roösevelt will attend and make the three awards for best woman's column, reporting and criticism.

### Herbert Porter's Health Trip

Herbert Porter's Health Trip' Herbert Porter, publisher of. Hearst's Atlanta and Sunday Ameri-can, on extended leave for health reasons. Trip to Honolulu will be-part of convalescense. Randolph Apperson Hearst, one of publisher's twin sons learning biz on-dad's Atlanta sheet, now attached to-city staff after tour of duty in adv.

Velor and Yolanda's Book
Harper's is publishing Velor and
Yolanda's book dancing, Tango
and Rhumba' (3,50), designed for both
non-pro and instructor reading, Ineludes 300 illustrations by the ranking dance team, currently at the
Riotel Plaza, N. Y.
Willard Hall ghosted and gets collaborative Billing.

laborative billing.

Jack Dempsey's Magazine
Publication of Jack Dempsey's
magazine is scheduled for March 28.
It's to be an all sports monthly with Booksellers Monthly Lucchoons
American Booksellers Association
wild sponsor a series of monthly authors Junchoons at Essaw House,
N.Y. starting Marel 20 with Thurston Macaulty in charge. Admission
will be \$2 a head, open to the public
for a look-see at a six authors. Will
for a look-see at a six authors. Will
Man Lyon Pletps sill be cluiruian
Wax Waxman business manager.

It's to be an all sports monthly with
Collier's on her recent cruise to
on the flex. She authors of the made-on-board
ordering. Vincent Richards, Lawton Macaulty in charge. Admission
Schlesinger (Warner Bros.)
Will be \$2 a head, open to the public
for a look-see at a six authors. Will
Man Lyon Pletps sill be cluiruian
Wax Waxman business manager.

LITERATI OBITS THIS WEEK Edward M. West, 62, advertising executive and newspaperman, died at his home in New York last Mon-

day (7), following an illness of a day (7), following an illness of a year. Once worked on the sports staff of the N. Y. Times. Lafer was a partner Leson Advertising Agency, then in Calkins & Holden.

John McNaught, 89, one-time managing editor of the N. Y. World and San Francisco Call. died March 12 in a sanitarium at San Jose, Calli.

Edward W. Simpson, 53, telegraph editor of the Novata (Okla.) Daily Star, died at his home in Novata March (11).

March (II).

Walter B. Rahiff, 41, assistant city editor of Allanta Journal, died in Atlanta hospital after four-month illness. A native of Waco, Texas, he started out on city staff of Fort Worth Record and worked for Oklahoma News, Dallas Journal, Dallas News- and Fort Worth Press.

### CHATTER

Frank Moss has scribbled a new play titled Like the Rich People.

James Lee, who recently departed Hearst's L. A. Examiner, joined Harry Brand's publicity staff at 20th-

Rose Wilder Lane has bought

Rose Wilder Lane has bought a house hear Danbury Conn. Her novel, Free Land, currently a Sat-evepost serial, will be published by Longmans, Green.
Mail. Archie Logan, recently re-signed from Seattle Times, is now spotted by Hearst as biz manager of Log Angeles Examiner. Reported salary is \$80,000 yearly.

splary is selow Yearly.

John Trucsdell, Columbus (O.)

Dispatch, William McDermott,

Cleveland Plain Depler, and Ham

Parke, Salt Take Tribune, are gandering the Höllywood studios in

search of feature yarns.

searen of feature yarns.
Publishers Guild, Inc. New York,
has increased its capital stock from
\$100,000 to \$200,000, according to a
certificate filed by Attorney Milton
H. Goldson with the Secretary of
State at Albany:

State at Albany:
Frederick Hazlitt Bronnan, reesperating from injuries sustained
in an auto accident New Years eve,
is at Coronado Beach, Calit, for three
weeks working on the script for
Paramount's 'St. Louis Blues.'

Irving Stone sold a 10-chapter biog on Jack London to Satevepost through the William Morris agency. Houghton-Mifflin to publish the book. Merritt Hulburd took it for the SEP from a skeleton outline,

the SEP from a skeleton outline.

Knopf will publish 'On Borrowed
Time, drama by Paul Osborn and
Lawrence E. Watti. Same firm also
published the Wattin novel of the
same rame six months ago from
which the dramatization was made.

which the dramatization was made. Francis Smith, formerly with Time mag and more recently with the Paris Herald, presently sunning himself in Corsica. He plans to return to the U. S. next month. He's a brother of Robinson Smith, legit producer. producer.

Harlan Ware has checked off the Harlan Ware has checked off the Paramount lot after completing a script in collaboration with Patterson McNutt, and will devote the next few months to faction. He is dotted-lined for a return to Paramount in the late summer,

Because her friends told her that

they were certain Odd would have wanted it that way, Mrs. O. O. Mc wanted it mat way, Mrs. O. O. Mo-Inlyre resumed the famed Sunday night buffet suppers at her Park avenue (N. Y.) apartment in the usual manner, with her intimates around her.

around her.

Morton Clark, Philly and N. Y.
socalite, now husband of June Morrow, has an adventure book which
may wind up titled 'Glory B,' that
being the tag of the yacht on which
he sailed-the South Seas. Three Sheets
to the Wind' and 'Capt. Outrageous'
are other alternate titles.

are other alternate titles. Philadchphia Record staffers running their own stork derby, with six members entered and rest of the scriveners forming a pool, on results. At the post are the wives of David G. Wittels, Sj. Shaltz and Frank Jones, of the general assignment staff, Joe Desideroi and Edde Ellis, photogs; and Dan Holloway, assistant city ed. ant city ed.

Trene Kuhn, whose autobiog, 'Assigned to Adventure' (Lippincott), is being flirted with by several Hollywood, firms, is doing a piece for Collier's on her recent cruise to Rio She authored Sex or Rex. the made-on-board film and Lo

## Attitude of Managers

(Continued from page 47)

Guild basic agreement at that time.

Meantime, the playwrights group Meantime, the playwrights group is being viewed askance by several established. Broadway producers, Outful is perfectly entitled to set up its own producing organization if it chooses, according to one ylew expressed, but the boys are likely to find they've bitten off a large mouthful before they're through. For one thing, any manager, will testify that one playwright in a theatre during production is bad enough, but five of them involved in a single show would be the limit.

For another the same manager ex-

For another, the same manager explained, what with higher taxes, the increased expenses due to the spread of unions in the theatre have made production a headache. It's bad or unions in the theatre have made production a headache. It's bad enough for commercial producer who takes his risks on as near to a business basis possible. For a group of writers, he thinks, it'll be murder.

### No Hollywood Angles

No Hollywood Angles

Some doubt is expressed by other
Broadway showmen of the effect on
established producers of the effect on
established producers of the formation of the new producing group.
While it obviously constitutes an attempt to eliminate the 'multi-feman'
oproducer'), showmen point out thatthe managers have in the last few
scassus been turning to now authors
eather than depositing on the works
of the prize-winners.
One observer commented that if

of the prize-winners.

One observer commented that if
the Eve had foread their group last
season they would have saved the
Theatre Guild about \$100,000. He
referred to the losses Andreson's
Masque of Kings' and Howard's
Ghost of Yankee Doodle' while it
seems possible that Behrman's Wine
of Choice' may end in the red.

Only leading producer likely to be Only leading producer likely to be affected when the playwrights do their own producing would be Guth-rie McClintic, who has had. Winter-set, 'High Tor,' and The Star Wagon' on his list of hits the last three

on his list of bits the last three sons. All were written by Anderson. The Wingless Victory, another Anderson-authored, McClintic-produced drama, was less successful, while the same manager's production of Howard's Yellow Jack' was an artistic features.

Dramatists Guild president stated that the venture had no direct rela-tion to the dispute between Holly-wood and the Guild regarding the dramatists' basic agreement. In ref-crence to that, he declared he knows cence to that, he declared he knows nothing of the reported ingostations between Jake Wilk, representing the studios, and Dramatists Galild officials regarding modification of the contract. Guild members are well satisfied with conditions under the contract, he added, and suggestions toward concessions to Hollywood were overwhelmingly rejected at the annual meeting last fall.

Possibility of a change of Guild

annual meeting last fall.

Possibility of a change of Guild attitude in view of the tepid condition of the cuirent legit season was minimized by Sherwood. Slackening of legit production has been due almost entirely to the lack of suitable plays rather than to conditions in Wall Street of the absence of film money, he explained. Added that he knows of no worthwhile plays that have been denied production through lack of financing. On the contraty lack of financing. On the contrally, coin has been available for about the usual percentage of failures, he explained.

Nothing in the playwright-produc ing plan aimed to combat the Bureau of New Plays, Sherwood said. He explained that the Dramatists Guild had protested the presence of Theresa Helburn on the board of di-Theresa Helburn on the board of directors of the Theatre Guild'at the same time she heads the Burcau, but said that action was only to 'express our sentiments that her stand is uniquistified.' Until the Burcau attempts to produce a play, he pointed out, the Dramatists Guild does not figure a taking our action. Showard on taking any action. Sherwood stated that the unfairness of the Bureau's stand lies in the fact that it 'ties up the entrants in its contests from having their plays produced by a regular producer, although it cannot produce them itself.'

There is little chance of a direct ticup between the Dramatists Guild and the English Playwrights' So-ciety according to Sherwood. Such ciety, according to Sherwood. Such arena, tanter a development would be helpful to both groups, he feels, but the British Hatel Webster Hall dramatists haven't a sufficiently cleen Marth Ore possible. There are comparatively leen Marthus Penn Dossible. There are comparatively leen Marthus Penn and they don't seem to care about fully protecting their interests through a fundamental Mary Potter Marthus Penn Dossible and they don't seem to care about 4 (fundamental Mary Potter).

common union, he said. Shaw, the most successful of all, doesn't need a society to protect his interests. On society to protect ins interests, on the contrary, the managers are the ones who need protection when deal-ing with Shaw. And anyway, Sher-wood concluded, no society would be good enough for Shaw.

### Equity 'Porgy'

(Continued from page 49)

and salaries will approximate \$4,000. Equity's recourse is a suit against Wagner. Negotiations with him fler the Coast stranding gave litle indication that he would agree to settle. According to Meyer Kurz, his attorney. Wagner feels that he gave Equity ample notice of his withdrawal as a guarantor. Equity feels that Wagner is liable for the amount. He was on the managers exhapt list, though not active lately.

Exemption list dates from 1924, when Equity entered into a basic contract with the Shuberts and allied managers. All other producers were required to post guarantees, but exceptions were made for well-known shownen whose records were underestioned in paying off actors and never stranding shows. At present and salaries will approximate \$4,000

never stranding shows. At present he list has about 30 names, but is

the list has about 30 names, but is obsolete and includes several deceased showmen.

Angle of the 'Porgy' situation is that most of the players involved are colored. Equity has not gone in strongly for such membership, but "The Green Pastures was similarly all-Equity. Arrangements made on this end by Wagner included giving members of the company two-way tickets and some of the chorus still tickets and some of the chorus still members of the company two-way tickets and some of the chorus still have their return transportati First indication there would be trou-First indication there would be tro-ble came when one Harlemite sold his ticket and went on a spice. What others, did with their tickets since then is not clear, but it is said that Wagner declared out, after figuring he might be held responsible for en-truisting, the tares to individuals un-stead of a company manager.

### Coast Angles

Los Angles, March 15.
Forced to close their Coast bookings in San Francisco last Sunday night (13), after three weeks there, and with salaries unpaid for the final

and with salaries unpaid for the final stanza, members and chorus of the east of 'Porgy and Bess,' Merle Ar-mitige coast production, are being advanced money here by Equity. Eya Jessye choir of 26, by reason of a concert four scheduled to fol-low closing of the 'Porgy and Bess' western booki at Phoenix, this weekend, have complicated matters for Equity, through the refusal of Mrs. Isabel Scott, New York sponsor of the choir, to permit the release of Mrs. Isabel. Scott. New York: sponsor of the choir, to permit the release of return transportation that would enable the choir and some 18 to 20 principals returning east. Few of the cast, who carried their transportation, hav pulled out for New York, but around 45 are held here, subsisting on cash advances made by I.B. Kornblum, Equity rep. here. Bir is said to have fallen the third week in Frisco, with no salaries.

week in Frisco, with no salaries forthcoming for that stanza. Due to flood conditions in Central Californood conditions in Central Callot-nia; dates in San Jose and Fresho had to be called off, with the troup left high and dry.

### Bills Next Week

(Continued from page 46) Glenn Dale Jimmy Nolan Borls, Romanoff Coyle McKay Or Webster Hall (Cocktall Grill)

Art Mooney Occ Al Najly.
Derothy M:
John Ecoth

Nixon Cafe

# PITTSBURGH Italian Gardens Etal Covato Ore Carmon Glenn Harding Wayne & Roberts New Penn Joe Haynes Ore Joe Rogers

Bill Green's Neighton Noble Edith Caldwell Chick Floyd Chick Floyd
Harlem Casho
Jinmy Wadkins C
Rhythim Pals
Larry Steele
Helen Wites
Dayls & Dayls
Sparkplug George
Elmmy Smith
K Harlemettes
Lillian Young
Connie Berry

Alxon Cate
Fran Eichler, Ore
Gill & Masson
Gale 6
Olive White
Helens Miller
Augela Uir thinta
Nut. Clab
Bill Rector
Daffydlis Hotel Roosevelt Buddy Russell 3 Hotel Sche Brad Hum Or

Brad tium Ore
Plaza Cafe
Jimma Perton Ore
Adole St. Chair
Richards Monorle
Stephania & Crafg
Stimm Bert
Al Maynelon Dr.
133 & Stray Brade
Tay & Cargana
Wilma Basielan
5 Palmor Girls

### **Broadway**

Al Wilkie due for a vacation. Betty Lawford back from Florida Deanna Durbin returns to the Coast March 24 or 25.

Floyd Gibbons set for another 13 shorts for Warner Bros.

Larry Hammond, radio writer, back rom a vacation in Haiti Walter O'Keefe in from Holly-wood for a change of pace.

wood for a change of pace.

Paul Phillips, Par real estate head,
out of town on company business. ut of town on company business.

Nickelodeon type films is a new unday night stunt at the Hotel New orker.

Sammy Weisbord, of the William Morris office, to the West Indies for 10 days.

Herman Bernstein in fro the coast. Company managing ' Is

Coast. Company managing Is Brough.
The Cliff Fischers due back arom Paris after Les Ambassadeurs show opens in early May.
Jim Proctor will be the road pa. for the new Dwight Deere Wiman show, I Married an Angel.
Zac Freedman, in from Coast, says he caught last train out of Los Angeles shortly before the high tide. Claire Niessen, juve actress in legit, nixed RKO contract offered from Pandro Berman after a recent.
Willette Whitsker of the standard with the contract of the standard stan

trom Pandro Berman after a recent test.

Willette Whitaker of the vaude turn, Hill and Whitaker, back on Broadway after nearly a decade of world travel.

Manie Sacks, Music Corp. of America agent, in Cleveland and goes to Philly today (Wednesday) for a Company of the Company

im. Steffi Hunerasky Rasky, conti-ental musical comedy and light pera singer, American debuting ext month in a recital at Chanin

opera singer, an extended at Chanin next month in a recital at Chanin auditorium.

RKO ushers and their friends held their annual get-together at the Hotel Astor Monday night. Around 1400 attended, including high moguls of

attended, including high moguls of the company.

Elizabeth Love, of 'The Fireman's Flame,' hoke meller at the American Music Hall, plans a European vaeash this summer instead of the usual strawhat season.

Negro Actors Guild launehed its first membership drive Sunday (13) atter a meeting of 100 charter members at the Rhythm Club. Edna Thomas handling.

Closing of Rockefeller Plaza skatter now the straybox of the start patch.

Thomas handling. The Club. Edna Thomas handling. Closing of Rockefeller Plaza skathard and the Closing of Rockefeller Plaza skathard point has replaced the first robin as a harbinger of spring. Rink was melted Sunday (13) with the Promenade Cafe to open shortly. Juliet Forbes vacated one of the leads in Brother Rat' last week and will vacation for a couple of weeks in Bermuda. Marjorie Kaufman, lately in the Philly company, replacing. Trene V. Mayo, dance director, staging her own book show. When Hearts Are Young, with an all-live amateur cast, as the Night of Stars prelim. offering at Madison Square Carden, Saturday (19).

The Chilenbert was unveiled at a special preview, was unveiled at a special preview. Was unveiled at a special preview.

restaurant, occubies space formerly used by the Trans-Lux newsreel theatre. Hit party of the season was the annual Warner Club banquet-ball at the Waldorf Satuday night (12), with entertainment including Benny Goodman's band, Jay C. Flippen, Bill Robinson, Bobby Breen, Gae Foster Girls and others.

Girls and others.

Nitery managers counselling one another not to pan the other joints if biz happens to be off. It's been sootly, good here one night and bad the next. All agree the word of mouth with customers et al., doesn't help the biz in general.

his novel, 'Each Dawn I Die,' to War-

ners.

W. A. Steffes and Harry Dryer
heading party of local exhibitors attending Louis-Thomas fight in Chi-

Fred Ableson resigned as GB branch manager here, being suc-ceeded by Max Mazur, GB Chicago

ceeded by Max Mazur, GB Chicago salesman.
Al Putz, Metro office manager, in charge while W. H. Workman basks in Florida and Cuba, recovering from illness.
Walter Hampden in 'Ethan Frome' and San Carlo Grand Opera company only definite underlines for Lyceum, between the company of the company only definite underlines for Lyceum, Service' and Maurice Zyans, in 'Richard II, canceled.

### Pittsburgh By Hal Cohen

Freddy Rogers ailing in hospital, but coming along all right.

C. J. Lattas getting away belatedly or a short vacation in Florida. Edgar Moss and Bill Sussman on ilm Row for confabs with Iran

Mike Peyton due back shortly after singing at the Royal Palms Miami.

Miami, Bill Robson, Jr., in for quick visit with ha folks on way back east from Mexico.

Harry Fleishman's young son, Francis underwent a blood transfusion recently.

Howdy Baum has picked up a special trailer to carry around his little electric pian.

Howdy Baum has picked up a special trailer to carry around his little electric piano.

Hazel (Mrs. Mike) Cullen convalescing at West Penn hospital after serious operation.

Cliet Boswell has penned a tune declicated to Kart Krug's Pittsburgh bornan Prescott learned here his Toluca Lake home had been swept away by the flood Medico's orders have forced George Tyson to give up those big black eigars for a time.

Joe Kauffmann has had the screening room at the Universal exchange completely redecorated.

Lois Miller going back to Atlantic City this summer for a daily organ stin at the Hierz Pier, my home in a couple of weeks for the weding of his borther, Bill Heller.

Herman Middleman and his orehestra in New York for a zew days before sailing on month's cruise.

John Ball, named pa. for newly

before sailing on month's cruise.

John Ball named p.a. for newly
organized Klaman Enterprises. Bob
Klaman is Ruby Rubinoff's mate.

### Palm Springs

Leah Ray here for sun baths.
Eddie Duchin entertained at Colonial House luncheon.
Johnny Mack Brown and family daily visitors at the Tennis-club.
Richard Barthelmess occupying his home here for the first time in several seasons.
Sterling Holloway and Benny Baker buying out the village druggist's sun-tan gil.
Joe Schenck and Mary Maguire carried off Big Apple honors at the Racquet Club's soirce.
Rudy Vallee and his band headined entertainment bill at the Racquet Club's circus party, the season's outstanding social function.
Al Wertheimer, owner of the Dunesy, critically injured three months ago in an auto crash in which Mrs. Edward Mannix was killed, underwent an emergency operation for the removal of his appendix.

### Sydney

'Parnell' had only short run here Yankee pix still top the marquees. Hoyts has U.A.' 'Dead End' at

Plaza; Norman B. Rydge making quick o.o. trips to boost Greater Union

o.o. trips to boost Greater Union chain. Metro's 'Night Must Fall' will cop an eight weeks' run here for Greater Union.

mouth with customers, et al., doesn't help the biz in general.

Minneapolis

By Les Rees

Phil Dunas Columbia district mansger, a visitor.

The merzo, Swedish picture, into Lyceum for three days.

Bill Evidon, Columbia office mansger, a visito.

Tet's Go Hawaii, revue, stage show at Auditorium's annual builder's show.

Loud Auditorium's annual builder's show.

To Old Chicago' (20th) scheduled or show at Auditorium's annual builder's show.

To Old Chicago' (20th) scheduled or show at Auditorium's annual builder's show.

To Old Chicago' (20th) scheduled or show at Auditorium's annual builder's mount annual builder's show.

To Old Chicago' (20th) scheduled or show at Auditorium's annual builder's mount and builder's

### London

Romney Brent on the sick list. T. Hayes Hunter off to Hollywood Gene Sheldon will be back here in the fall to star in a picture for ABP.

The Albert de Courvilles off to Paris. Go to Hollywood from there Fanny Brice getting a big hand here in 'Everybody Sing,' at the Em-

'Dodsworth' enjoyed the biggest opening in the history of the Palace

theatre,

Ralph Richardson heading the cast
of O'Bryen, Linnet & Dunfee's 'Good
Bye Mr. Chips.'

Carroll Levis wanted by Vogue Films and Associated British Picture Corp. for a picture

Films and Associated British Picture Corp, for a picture.

Hyams Bros, have moved their of-fices from Cork street to the new State theatre, Kilburn.

George Black, Jr., is starting work on a new revue to be produced in Manchester next month.

Manchester next month.

Charles Urry mgotiating deal with
American film company for a couple
of Conan Boyle books.

Helen Gillette, of Room Service;
contracted flu on the eve of the company's return to America.

George Elliot, of Elliot & Vivian.
London, publicists, off to Hollywood
April 20. Business and pleasure.

Irwin Dash Music Corp. moving to
more extensive premises in Berners
street, away from Tin Fan Alley.

Lew Lake taken ill and given oxygen at Brussels while over to stage
his Blackberries at Theatre Varieties.

eties.

Gill Stewart off to Hollywood in July. Skedded to confer with Wesley Ruggles anent a Paramount contract.

Rene. Ray and Dorothy Hyson playing femme leads in 'Three Blind Mice,' Guy Bolton's latest comedy with no theatre yet set.

with no theatre yet set.

John Southern has taken over the
Empire, Bristol, which he will open
more has four vaude spots.

Ivor Novello, after touring the
sticks with his Drury Lane show.
Crest of the Wave, goes for extensive tour to South Africa.

Jack Hartford and Robert Stevenson, latter Gaumont-British producer, collaborating in writing new
musical for Cicely Courtneidge.

Gordon Beckles' series of articles
on London's underworld, which rescently appeared in the Daily Express,
has been bought by ABR for filming.
Fox Films vacating its Wembley.

Fox Films vacating its Wemble studios, which it's been using for years. Pictures in future will made by 20th Century, either Denham or Pinewood.

Henry Sherek taking Eddie Sobel over to Leeds to look at 'Idiot's Delight,' and offer suggestions. Sobel also has a date with Alexander Korda on a picture deal.

Bertha Belmore back from Cannes to take up one of the leads in "Yes, Madam," the Jack Waller Hippo-drome musical of two seasons' ago, which ABP is shooting at Elstree."

which ABP is shooting at Elstree:
Sam Smith, head of British Lion
Films, dickering with Parnell &
Zeitlin on a picture deal starring
Stanelli's Stag Party, a prominent
local radio and vaude aggregation.
As soon as A. P. Moore produces
Road to Gandahar, 'vy Boris Trainin,
with Lilli Palmer and Malcolm Keen
is set to to one on the March 2h, he
is set to a one on the March 2h, he
is set to a one on the March 2h, he
Thisware for Christobal' by Gaorge

conins, the Irish patriot.

Divorce for Christobel, by George
Mayhew, which is owned by Jack
Buchanan, is being submitted by
Parnell & Zeitlin to Gertrude
Michaels for her West End appearance, American actress will have to
get the okay from ABP, which has
her under contract.

set the okay from ABP, which has her under contract.
Philadelphia Ballet plays return engagement at the London Hippodrome for four weeks some time in May, which means 'Hide and Seek,' will vacate soon. Pat Hilliard, stage director of 'Hide and Seek,' loining the British Broadcasting Corp. Television section as assistant to Charles Munro, the head.

The Bob Garr and Howard Deighton unit, starting Maurice Colleano Family, is not doing good business, despite considered one of the most entertaining among the road shows. Reason is it lacks a name. But boys are compensated by their other shows, which are in the money. These are the Will Mahoney and the Jack Payne units. Garr and Deighton may get Bobby Clark to head another unit.

### Berlin

by Tobis as head of scripting depart-

ment.
Ida Wuest cast for lead in Sigmund
Graff's new comedy. The Wasps'
Nest.
Schiller theatre group off on a
three-month tour to Southern Ger-

Jarmila Novotna guest performing at State opry in Smetana's Bartered

Bride.

Maj. Francis Yeats-Brown, author of Bongali, in The Future of India

of Bengaii, in Anderson Bengaii, in lecture.
Silent screen star Henny Porten coming back in Tobis Verwehte Spuren.
Reich Symph off on a four through German provinces. Franz Adam hatoning.

German provinces batoning.
Of 328 new films preemed in Austria in 1937, Germany contributed 120, Ufa 128.
Friedrich Domin, signed for Ufa picture, Dreiklang, on sick list, Be-

tra in 1837, Germany contributed The in 1837, Germany contributed Development of the Control of

educational shorts, in co-operative pact.
Two American pix preeming in Berlin's fashionable West, Metro's Theodora Goes Wild, and Par's Souls at Sea, sure making the wickets spin.
Antwerp opera giving guest performance at Cologne in May with Annemarie, new Dutch opera by Renaat Veremans. Book by Felix Timmermans.

Jack Hylton and his boys hitting the state of the motes in a rugby mistead of the motes in a rugby and sainst Otto Stenzel's Scala band. Source was 10-3 in Javor of Stenzel crew.

### Paris

Elyane Celis off for Lyon. Mme. Nijinska off for Berlin. Lulu Gould back from Egypt. Luiu Gould back from Egypt.

Marie Dubas birthing baby boy.

Wiener and Doucet in from Milan Claudette Colbert skiing at St.

Pathe taking over Normandie

'Nothing Sacred' titled 'Le Joyeux Suicide.'

Suicide.'

Spadolini sailing this month for Hollywood.

Le Lido opening for night life trade state.

Hollywood.

Le Lido opening for night lite
trade grab.

Vear Korene undergoing appendicitis operation.

Monique Rolland signing Hollywood contract.

Laurel and Hardy visit expected
during summer.

Marcel L'Herbier to revive Ramon
Novarro in film.

Laurel and Hardy visit expected during summer.

Marcel L'Herbier to revive Ramon Novarro in film.

Phil Reisman commuting between Paris and London.

Commedie Francaise company back to the company back of th

plaque.
Dolores Del Ri bought heavily of Schiaparelli clothes before returning to U.S.

Schingarelli clothes before returning to U.S.

Ruth and Eric Burkhardts, held over for New Tabarin show, opening March 29.

"Le Comedien,' new Sacha Guitry comedy in rehearsal at Theatre de la Madeleine.

Fernand Rivers going to make L'Embuscade, 'adapted from Kistemackers' work.

Zita Perzel, Hungori actress, Paris debuting im Barbara' at Theatre and Company and Ernst Behmer, stage and screen actor died of heart stroke.

Deutsches oppy contracted Greek
Soprano, Anna Tassapoulos,
Victor de Kowa-signed by Tobis as acting director and scripter.

Lucienne Boyer packing them in at Theater ear Kurfuerstendamm.
Hans Fischer contracted by Degeto Kulturfilm as managing director.

Ufa to shoot two pix in French at the Geiselgasteig studies, Munich.
Edmund Glan, composer of new German hits directing own cleffings.

Otto Schmidt, of Ufa, contracted from Octave Mirabeau's work.

### Hollywood

Louise Platt back from New York, Joan Crawford recovered from

Schlesinger hospitalized for

checkup.
Charles Butterworth st for an definite stay.
Betty Grable and Jackie Coogan ling at Sun Valley.

Bert Frohman in from New York or Metro assignment.

Scott Dunlap back after Monogram confabs in New York.

Edwin Knopf, Metro scenario chief, back from Europe.

Eleanor Whitney's mother recoving from major operation. John Barrymore and Elairie vacationing in Mexico.

rie vacationing in Mexico.

Leon Snider, Australian theatra
owner, visiting the studios.

Mrs. Eddie. Schellhorn out from
New York to join her mate.

Maury Burke, Carthay Circle
treasurer, hospitalized by an auto
crash.

Maury Burke, Carthay Circle treasurer, hospitalized by an auto crash.

Luise Rainer celebrated her second Academy award by purchasing a new auto.

Sir Anthony Jenkinson, London Dally Sketch, in town guest of Erroll Flynn.

Sergei Prokoeff, Russian modern con control flynn.

Power O'Malley, former studio set designer, back after three years of painting in Treland.

John Beal off for Chicago to glimpse his wife Helen Craiz, the

Hower O'Malley, former studio set designer, back after three years of painting in treland.

John Beal off for Chicago to glimpse his wife, Helen Craig, the legit. Caser's Wife.

Wife with the consequence of the legit of the hollywood.

Olivia de Havilland forced to leave wanner's Four's a Crowd' cast temporarily because of flu.

G. B. Jarrett scouting the studios for additions to his Atlantic City Steel Pier film exhibit.

Martin Green, photographer at Warner's London studio, here to study American methods.

Pete Smith and the missus threw a shindig for the newly-wedded Sid Rogells dupe Clayworten. New York-World's Fair commissioner, look-seeing Warner's Burbank lot.

W. H. Lollier in Sacramento to watch things for Fox-West Coast during the special legislative session. Bob Hussey, Paramount p.a., and the former Mary Lou McAdoo celerating their farst wedding anniversary.

John Hay (Jock) Whitney has con-

sary.

John Hay (Jock) Whitney has con-tributed a police dog to Basil Rath-bone's kennels, raising the roster to seven.

seven.
Paul Wilkins, who left Metro cast-ing office after 10 years, bought partnership in Cooley Ullman agency

ing office arter 10 years, oougnite partnership in Cooley Ullman agency.

Horace Hough checked in at United Artists as assistant to directly the control of the control of

other snow biz vets will also be present.

Alanson W. Edwards, Paramount publicity staff man in Hollywood, made an honorary colonel by Oklahoma's Lieut-Gov. James E. Berry. Edwards 'was very nice to me in Hollywood' was the reason given by Berry. Gov. E. W. Marland conferred the same title on Bob Burns a few weeks ago.

### New Haven By Harold M. Bone

Dixwell, nabe, took \$40,000 fire Harry Berman set for holiday

loss.

Harry Berman set for holiday eruise.

Harry Berman set for holiday eruise.

Brothers Ashkenazi' at Shubert March 20.

'Rainbow-Land' ice carny at Arena March 18-19.

Cornelia Otis Skinner due at Shubert April 1-2.

International Aguatic Follies set for Arena April 1-3.

Little Theatre sold to Lincoln Theatre, Inc., for \$15,000.

Burial services here for wife of columnist H. I. Phillips last week.

Burial services here for wife of columnist H. I. Phillips last week.

Planta for the services for Google Pierce Arena for the services of the services here for well and the services. Beston Symph finaled Woolsey Hall series, with every concert the list a sellout. Harry Shaw will supervise Beparker to direct Town Topics' revue for week of Anril 28.

International Alliance Theatrical Stare Employees value benefit set for Toff Hotel April 9.

Francesco Riegio will conduct Chicago Grand Opera Company in two operas at Shubert April 3.

## **OBITUARIES**

EDWARD MARGOLIES

Edward Margolies, 66, former real
estate operator and theatre builder,
died, in: Roosevelt: hospital, New
York, March 13, 6f pneumonia. Since
his retirement, about 10 years ago,
he had made his home. California, his retirement, about 10 years ago, he had made his home. California, and was on a visit here when he contracted the disease about three weeks

tracted the disease about three weeks ago.

Born in Russia, he was brought to this country when a child and earned his first money as a bootblack. He obtained a position with the Astor estate, where he learned the real estate business and went out on his own. He specialized in property in the theatrical district, and added theatre building to his activities. He built at theatres for the Shuberts and a number for Marcus Loew and others. He is credited with having built more theatres than any other man in America.

He is survived by his widow, a son

man in America. He is survived by his widow, a son and daughter.

And daughter.

LyDA BOBERTI

Lyda Roberti 25, stage and screen actress, died suddenly March 12 from a heart attack at her home in Hollywood. She is survived by her husband, Bud Ernest, radio announcer. Miss Roberti was born in Warsaw. Poland, and toured Europe in an activith her aster, Manya. She began her American career as a chorus girl with Fanchon & Marco, and later appeared in the stage broduction of You Said It. Going to Hollywood years ago she appeared in many pictures including Dancers in the Dark, Torch Singer, The Kid From Spain, 'College Rhythm,' George White's 1935 Scandals,' The Big Broadcast of 1936. Last year she igned a contract with Hal Rogen under which she was to be co-featured with Patsy Kelly. With the latter she worked in Roach's 'Nobody's Baby' and 'Pick a Star.' Her deal expired last November.

### DAN JARRETT

Dan Jarrett, 44, film writer, died March 13 in Hollywood of a heart ilment. He was writing the screen ilment. He was writing the screen play for Joe E. Brown's next picture stricken

when stricken.

Had been on Sol Lesser's writing Had been on Sol Lesser's writing Had been on Sol Lesser's writing David Loew. Prior to pictures he was a stage actor and plawright in the east. He authored 'Salt Water which he also directed for John Golden, and wrote dialog for several Montague Glass radio scripts, collaborating on the 'Potash and Perl-multer' series.

mutter' series.

He was the uncle of Art Jarrett,
aitery singer, and his last picture
assignment was screenplay for Rawhide' which was previewed a few
hours before his death. Widow survives A memorial service will be
held in New York today (Wednesday).

HARRY LAKOLA
Harry Lakola, 76, retired juggler
whose real name was Harry Alther
died at his home in Mansfield, O.
following a nine-day illness induced

following a nine-day illness induced by a stroke.

Born in Leipzig, Germany, Lakola started his career in Europe with his brother, where they worked together as a juggling and tumbling team, They came to America in 1832 and were known in vaudeville the Albertis. Shortly after the act separated and he worked single, using the name of Harry Lakola.

He retired about 20 years ago and for the past six years had been an invalid. Interment was in Mansfeld. A son, Harry, Jr., is his sole survivor.

MELVILLE STOLTZ
Melville Stoltz, 79, former theatrical producer and more recently manager of the American theatre, St. Louis, died in that city March 9,

St. Louis, died in that city March 9, of heart disease.

Stoltz claimed to have been the introducer of the strip-tease, having brought - Charmion up from Australia early in the century. She did a disrobing act prior to a trapeze turn, but only stripped down to her gymnast's costume. He began his career as press agent in San Francisco in 1900. He retired from the American in 1922.

He is credited with having obtained the first professional date David Warfield filled.

### DUDLEY HUMPHREY SCOTT

DUDLEY HUMPHREY SCOTT | stati WJAS died suddenly March Dudley Humphrey Scott, 50, die 14 in Pittsburgh, after an operation for appendicitis. He was stricken e amusement field, died March '4 Clerke joined WJAS in 1927, soon became office manager and for 11. Dudley Humphrey Scott, 50, di-rector of Euclid Beach Park, Cleve-land, O., and nationally known in-the amusement field, died March 4

ness. A nephew of the late D. S. Humphrey, founder of Euclid Beach Park and the Elysium, downtown ice rink, Mr. Scott worked for his uncle at both enterprises while he was completing his engineering edu-cation at Case School of Applied Science. After his graduation he became chief engineer for the or-

### IKE M. HARTZELL

Ike M. Hartzell, 61, former theat-rical executive in Youngstown, O. died recently at the Belmont hotel Miami Beach, Fla., following a hear

attack.

Mr. Hartzell at one time owned the Bijou theatre in Youngstown, and later the Princess and several others. He owned three houses at one time. His last theatrical venture was the Hippodrome theatre, of which he was in charge for several months prior to razing the house. The body was returned to Youngstown for burial.

ALICE MERRILL

Mrs. Alice Raymond, 73, known
professionally in musical comedy-for
a quarter of century as Alice Merrill, died March 14 in Log-Angeles,
She started her stage career as a
concert singer, iz-27 joining. Flo
Ziegfeld's Chicago Ladies Quartet,
which toured abroad. She also appeared in his shows on Broadway.
Survived by husband, George E.
Raymond, long a legit and vaude
manager. They would have celebrated golden wedding anniversary
next year.

MEYER COHEN

Meyer (Mike) Cohen, well known in Los Angeles newspaper and theatre circles, died Jan. 10 in Dallas. le had been in failing health for everal years: After several years on Coast

several years on Coast

### IN LOVING MEMORY

**EDWARD HAYES** May His Soul Rest in Peace
His Sorrowing Wis

MONA (Wynne) HAYES

dailies, deceased went to New York, dallies, deceased went to New York, where he opened Archie Crawford's first picture house. Later he was associated with the Allen Theatres in Calgary, Can, and the Gordon chain in Boston. He was identified with the staging of the first rose pageant held in Tacoma.

### KUBEC GLASMON

KUBEC GLASMON
Kubec Glasmon, 40, one-time Chicago drug clerk who went to Hollywood and became one of the foremost scenarists during the gangster
cycle, died there March 13 of a heart
attack. Teaming up with John Bright
at Warners eight years ago they
turned out. "Public Enemy, 'Smart
Money' and 'Blonde Crazy' among

others.

Later he was on the writing staffs of Paramount, Columbia, 20th-Fox and Universal. His widow survives.

JEAN DE BACKER

Jean De Backer, 73, veteran musician who played under Victor Herbert in the pioneer days of the Pittisburgh Symphony Orchestra, died at his Pittsburgh home March 10 after an Ilness of only a week. Later he conducted the Canton (O). Symphony Orchestra and for a time was an instructor in Duquesne University's music department.

One of his sons is Pierre De Backer, director of the Federal Symphony Orchestra in Pittsburgh.

### FREDERICK G. RODGERS

FREDERICK G. RODGERS
Frederick G. Rodgers, \$5, one of
pioneers in radio, died in Pittsburg,
March, 12, after a two-month illness.
At one time he was program manager of KDKA and after leaving that
post continued his air work as a baritone with several quartets working
on the leading Pittsburgh stations.
At the time of his death, Rodgers had
abandoired his, broadcasting work to abandoned his broadcasting work to devote his time to a chemical con-cern, which he headed and which bore his name. He was unmarried.

### HOWARD E CLARKE

Howard E. Clarke, 36, manager of ati WJAS died suddenly March

years has been identified in progress of station, which is the CBS outlet

ere. He leaves his widow and a

### WALKER HARMAN

Walker Harman, 33, writer and sociated with his brother, Hugh I man, and Rudolph Ising the I man-Ising film cartoons (Met died March 11 in Glendale, Calif.

ded March II offendase Calli. Itse wrote many original cartoon stories, first for Walt. Disney and for past 12 years for his own outfit. Widow, father and another broth-er, Fred Harman, junior newspaper strip artist, survive.

### GEORGE S. LEONARI

George S. Leonard, 62, old-time ac-tor and amateur boxer, died in Wash-ington after a long illness.

ington after a long illness.

After a career in the melodramas
of the '90's, Leonard practiced law,
went to New York and later returned
to work as an electrician at the
Tivoil, Metropolitan and Columbia
theatres in Washington, One of the
early members of the Stage Hands'

ARNOLD BARKAY
Arnold Barkay, 65, died in his
home in Vienna on Feb. 28. He was
the founder of the I.A.O. (International Artists Organization), which cooperated closely with other trade unions in Austria until February,

Together with all other unions, Barkay's I.A.O. was dissolved and a state artist union set up.

LEE WILMOT
Lee Wilmot, 39, screen and radio comedian, died March 3 in Hollywood in a plunge from the seventh floor of the Tart building.
He was said to have been despendent over ill-health and

spondent over in health and estrangement from his wife, a Fed-eral Theatre Project dancer. He formerly lived in Freeport, L. I.

### JOSEF KOENIG

Josef Koenig, 62, comedian, died of heart failure in his home in Vienna Feb. 26. Koenig was the best paid come-dian in Austria-Hungary before the

JACK V. LYLES

Jack V. Lyles, 39, agent of the Art
Lewis Shows, died in Macon, Ga.,
Feb. 13, following an auto crash,
Details in the Outdoor section.

Mrs. Ida Kerlin, 86, mother of Louise Dresser (Mrs. Jack Gardner), died March 8 in Glendale Calif. Also surviving is a son, William Lambert Kerlin, Pasadena theatre manager.

### MARRIAGES

Philippa Hilber to Bill Goodwin, in Yuma, March 9. Bride is film actress; he is radio announcer.

Betty Wills to Dr. R. E. Walther Pittsburgh, March 10. Bride is head of WCAE's traffic department and he is house physician at William Penn hotel.

Barbara Boley to John Woodcock in Los Angeles, March 5. He is in Par's sound dept.

Hazel Young to Robert A. Hayes in Brooklyn, N. Y., March 2. Bride is dancer with Matthison's Rhythms,

vaude act. He is non-pro. Cleo Fincher to Dalton Trumbo, novelist-playwright, March 13, in Fresno, Cal.

Rita Lester, singer, at Hollywood Beach Hotel, Florida, to Alec Mosz, advertising manager of Paramount Pictures, N. Y., March 10, 1938, in

Mami,
Pauline Creasman to William Tinsman, in Hollywood, March 12. Bride is film actress; he is asst; casting director for Walter Wanger.
Patricia Norman, singer with Eddy Duchin's orchestra, to Jack Meakin, Frisco orchestra to Jack Meakin, Frisco orchestra leader, March 14 in Yuma Ariz.

Yuma, Ariz.
Mrs. Eleanor Brent Poole to Ben
H, Atwell in New York March 15
Groom press agent and formel H. Atwell in New York March 15. Groom press agent and former managing editor of Chicago Evening Journal Bride played leads in stock.

### BIRTHS

Mr. and Mrs. Juan Aguire, son, in lew York March 10. Father is band-

eader. Mr. and Mrs. Dick Wright, , in New York, March 11. Father is with

New York, March 11. Father, is with WHN sales dept.

Mr. and Mrs. Carl West, daughter, in Culver City, March 6. Father is Mctro sound engineer.

Mr. and Mrs. Louis Berkoff, son, March 10, in Hollywood. Parents age members of dancing family and op- Father is WOR program director.

## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London, Vantry takes no credit for these news items; each has been rewritten from a daily paper.

### East

Schoolboy traffic cops in Clarks-burg, W. Va. on strike. Want free tickets to the picture show each week or they will not direct the children at dismissal time.

children at dismissal time.

Mary Pickford added to the list of volunteers at the Israel Orphan Asylum benefit at the Garden March Israel Orphan Asylum benefit at the Garden March Israel Orphan Asylum benefit at the Garden March Israel Or Bonder On Monday. Wednesday Thursday and Saturday.

Mrs. Gerirude Hoyes Bleistein gy. As divorce in a toward saturday. The March Israel Israe

N. Y. State Liquor Board reports a decrease in adolescent drinking. Says the youngsters no longer think-it smart.

Saks 34th Street start; auditions tomorrow for an amateu contest Winner gets a rip to Europe.

Lynn Fontanne learning a Russian crochet stitch to use in The Sea Gull.

Gull.'
Nora Anderson giving an exhibition at the Delphic studios. Former Hollywood dancer.

Hollywood dancer.

Peggy Fears one of the passengers
on an airliner which fought a fog
or eight hours last Thursday, but
landed safely. Passengers slept until
awakened just before the forced
landing. No re hurt.

awarened just before the forced landing. No 1 e hurt.

Used car campaign not so good. Ads led prospective buyers to expect too many concessions.

Charles Eann Kennedy's The Terrible Weak' done at Church of St. Mary's. the Virgin last Sunday. Staged by Maryverne Jones. James Bell, Hilda Soong, Hush Williams and Reginald ach in the cast.

Mrs. Goldie Silvernan, listed as a housewife, in Brooklyn federal court in bankruptcy. Liabilities tops with \$4.791,777. Assets, \$100.

George Engles given a party by Gladys Swarthout and Frank Chapman. Litelin-home last Wednesday Marks the 10th anniversary of the NBC concert bureau. All the big guns present.

Explosion in the offices of the Al-

guns present.

Explosion in the offices of the Allica in the control of the control of the windows, but did little other damage. One employee hurt. Happened Sunday evening.

N. Y. reporters to hold their annual Frolic at the Edison next Saturday.

urday.

Josef Hoffman, soloist at the Phil harmonic-Symphony Sunday, made his 50th appearance, counting his engagements with the two orchs be-fore their amalgamation.

fore their amalgamation.
Police raided a walkathon in Astoria Saturday. Participants, numbering 32, held in \$500 ball each, and ticket taker up for admitting children without adult escorts. State law forbids more than eight hours a day in endurance contests.
N. Y. Convention and Visitors' Bureau and Merchants Assn. convention bureau consolidated. Former was run by the hotel men.
Ernest Hemisuway refereed a Ne-

Ernest Hemingway refereed a Ne-gro boxing match in Key West last Saturday. Got in a jam with one of the seconds and twisted his ear. Cops split 'em.

Cops split 'em.
Charlotte Ryan, formerly of the Met Op. on the faculty of New Rochelle (N. Y.). college. Had also appeared with St. Louis and Cincinati opera. cos.
Widow of the late O. O. McIntyre applied Saturday for letters. of. administration on his estate. Declares he died intestate. His taxable estate in N. Y. totals about \$51,000, with \$50,000 under Federal claims.
Maristrate, Morellesky of Brony.

\$60,000 under Federal claims.

Magistrate Mogilesky, of Bronx traffic court, refuses to permit postal telegraph boy to pay the fine of a citizen ticketed for parking. \$849. derivers. can send their newn representatives, but cannot hire messenger service.

senger service.
Jed Harrijs to give a special per-formance of 'Our Town' for the blind next Sunday. Under auspices of N. Y. Association for the Blind. Joyce Arling did her 1,000th per-formance last week in George Ab-bott companies. Now in 'Room

erators of Balalaika nitery in Holly

wood.

Mr. and Mrs. Tony Lombardo, daughter, in Pittsburgh, March 5. Father is with Herman Middleman's

orchestra.

"Mr. and Mrs. Robert Reeve, daughter, in Hollywood, March 8. Father is in-Par's sound dept.

"Mr. and Mrs. David Commons, son, in Los Angeles, March 12. Father is assistant to William Dieterle, Warner director.

"Mr. and Mrs. Jules F. Seebach, daughter March 9. 3 Mour Vent

Service, but her record was made in Boy Meets Girl, in which she played 604 performances. Has been under no other management.

Academy of Allied Arts awards 35 scholarships to high school pupils in the Metropolitan district.

Ruth and Zina Dickstein, American girls, in durance in Poland over passport troubles, Had no visa to leave the country and fought the police who sought to take them off the train. That's good for five years in Poland. Had just wound up a dancing engagement.

Cast of the Mercury's Julius

irain. That's good for five years sinFoland. Had just wound up a dancing engagement.
Cast of the Mercury's 'Julius
Caesar' drenched Thursday when the
automatic sprinkler system let loose,
and flooded the stage. Happened at
a matinee and stage dried out in
time for night show.
Mice and Men' to give a benefit
for Actors Stage Relief March 22.
Element Timbalist to be guest soloHall next Saturday night Language
Hall next Saturday night Language
Hall next Saturday night Language
Hall next Saturday night Lore to the
Hall next Saturday night Lore to the
Hall next Saturday night Decree
Hall next Saturday night Saturday
Held Saturday Nove followHeld Hall next Saturday
Hall next Saturday night Saturday
Hall next Saturday night Saturday
Hall next Saturday
Hall Ne

Lord Forbes and deliver it on the other side.

Burgess Meredith gave a group interview to school editors last Friday at the Empire. Told 'em about 'Star Wagon.'

Phillip Tonge spoke to the Teachers College, Columbia U. 1ast Saturday. Represented the theatre in a discussion on its problems.

Washington Sq. Players to have a new theatre at Cooperstown for their third season there. Starts July S. Tielen Lesser, 33 divorced wife of a former chorus girl saved from gas poisoning Friday when the police, summoned by neighbors, broke down her door. She denied that she had contemplated suicide. In Bellevue for treatment. She got her divorce in '36.

Mayor LaGuardia told the Coney

in '36, Mayor LaGuardia told the Coney Island Board of trade that the contemplated beautification program could not be put into effect before 1940.

Police held a bondre of seized narcotirs last Friday. Represented about \$120,000.

### Coast

Capt. Leopold McLaglen was convicted by a jury in Los Angeles superior court of attempted extortion of \$20,000 from Phillip Chancellor, in connection with a book for which McLaglen was to assemble the material. He is a brother of Victor Merial.

terial. He is a brother of Victor Mc-Laglen, film actor:
Joseph Schenck, southern Califor-nia chairman for the infantile paraly-sis fund, has turned over to the na-tional committee a check for \$67,468, proceeds of the presidential balls and button sales in this area. Amount sets four-year record.

Mrs. Jack Oaki , editor of the Il-lustrated Animal News, has been sued for \$269 by Gerald W. Cahill, Los Angeles printer.

Jan Rubini and his wife announced a reconciliation when their attorneys went into court and asked dismissal of four suits growing out of their recent marital upheavals.

Mrs. Beryl Morse La Cava's suit to reopen the property settlement granted her when she divorced Gregory La Cava film director. 1930, was dismissed by L. A. Superior court.

rior court.

Elisabeth Cobb, writer-daughter of
Irvin Cobb, who divorced Alton
Brody, New York, in Reno a month
ago, announced Hollywood she
would wed Cameron Rogers, sce-narist and historian.

Samuel Hoffenstein, film write has been sued for divorce in th L. A. court.

L. A. court.

Baroness Irene Pongracz, wife of a former Paramount contract player-now living in Budapest, is recovering from the effects of poison swallowed in a L. A. hotel in what nolicelisted as a sticide attempt. Baron Pongracz appeared in Gentlemen Prefer Blondes.

Mrs. Georgia McNally McNutt, first, wife of the late William Slavens Mc-

(Continued on page 55)

# **ROBBINS SHOW** WEST EARLY

Canton, O., March 15.
That Ohio, West Virginia and
Indiana will see plenty of the new
Robbi Bros. rail circus, to be
launched this spring by Jess Adkins
and Zack Terrell, owners of the
Cole Bros. circus, is indicated in
activities of its advance forces in
this particular territory.

inis parucular territory.

The show definitely is set to go, with the veteran Jess Adkins in personal command. Outfit will move on 15 cars, and will carry 13 bulls, a large menagerie and will feature a spectacular street parade, long a hobby of Adkins.

Circus will play medium-sized fowns the early season; route taking it into much of the former Hagen-beck-Wallace territory.

beck-Wallace territory.

Floyd King, who has been general agent of the Cole Bros. circus, will pilot the No. 2 show now being framed at wniter quarters at Rochester, Ind. Bernie Head, veteran press agent, last season with the Cole Bros. circus, has been named head of the press department.

Show is tentatively scheduled to been its season's tour at Kokomo, Ind. April 30.

### Sparks Skips Lynchburg

Lynchburg, March 15.

For the first time since he's had show on the road, Charles Sparks won't bring his circus to Lynchburg this season, he has written friends here

Show pulls out of winter quarters
Macon this week and bis-Show pulls out of winter quarters at Macon this week and hits Roanoke and Martinsville the tollowing week, then heads into West Virginia. Reason for passing up Lynchburg, Sparks said, is 'excessive' charge for lot and license. Lot recently acquired by city rents for \$150.

### 1938 Carnival Season Up 100% in Austria

Up 100% in Austria
Vienna, March 7
Carnival season, in Austria is unusually successful. Reports from the
provinces indicate a 100% increase in
turn-over and attendance. Though
waltz and home made' products of
dance music filled approximately
80% of the obligatory programs rendered by orchestra leaders to the
Austrian Society of Authors, Composers and Music Publishers (AKM).
American products are well represented,

sented.

Estimated that there have been 500,000 visitors to 8,000 dances throughout the carnivals.

### Agent in Smashup

Macon, Ga., March 15.
Jack V. Lyles, 39, of Tarboro,
N. C., general agent of Art Lewis
Shows, was critically injured Priday
(11) in head-on automobile collision
near here. Jeffersonville Road.
Lyles was brought to heaptiful bere-

Lyles was brought to hospital here. He died March 13. He leaves his widow, two daughters and a son.

### Beatty at Omaha

Omaha, March 15.
Clyde Beatty and his 32 cats will
e headliner for annual Shrine
irous set for Ak-Sar-Ben Coliseum
pril 49.

Mrs. Beatty traveling assistant to her husband this season.

### GIBSON HEARS BLUEBIRDS

GINSON HEARS BLUEBIRDS.

Anton, O., March 15.

Hoot Gibson, western film star who is winding up several weeks of personal, appearances as the concert feature of winter circuses in the middlewest, will shortly go to Rochester, Ind., where he will ready his troupe of cowboys and cowgirls for the opening of the new Robbins Bros. Circus, in which he and his company will be featured the concert.

### The Bugle Call

Wilkes-Barre, March 15.
McLaughlin and Reithoffer Shows,
which have winter quarters in this
city, have already issued calls for
fax up squads to get everything in
readiness for an early start, Outdoor
mcn believe it's going to be perfect
year for long summer schedules.

### Nitery Reviews

(Continued from page 42)

comers in the band field and giving them a smart, build-up. Sammy Kaye and Blue Barron are just a couple he's started. He's one very night over WCAE and three times weekly over the Mutual web.

vocalist Edith Caidwell (Mrs. Floyed)
as a nucleus.

Noble's rhythms are swell for
dancing, and he has then going from
sweet syncopation to hot awing with
equal facility. Brass and sax sections have been smartly developed
and whole musical ensemble is one
of distinction. Attractive Miss Caidwell, a first-rate time, saleslady,
makes her platform appearances extremely telling. Band still has a few
rough spots, but its failings are being
gradually inoned out. There's no
floor entertainment. Cohen.

### CHEZ PAREE (NEW ORLEANS)

New Orleans, March 13. Jackie Del Rio, Don Washburn, Floris Joyce, Jack Riley, Ray & Rey-nolds, Steve Loyacano orch.

Foris Joyce, Jack Riley, Ray & Reynolds, Steve Loyadano, orch.

Following the lead of the larger niteries, this suburban spot. Following the lead of floor show variety and is attracting large crowds, the state of the larger niteries, and the larger niteries, and the larger niteries, and the larger niteries, and reasonable prices.

Topping the entertainment is Jackie Del Rio, former Ringling Bros. stunt man, who lifts furniture with his teeth and then swings it around as guests duck. Don Washburns pupet turn is good. First Joyce, local product, displays constitution of the larger last state of the land. Jack Riley is a wizard on the xylophone and is forced to give several encores. He also contributes on the accordion, likewise well received.

Gladys Ray's solo rhumba dance is effective. She doubles with partner, while the larger last state of the last sta

### SAKS, DETROIT

Detroit, March 13. Frankie Belasco, Marion Kay, Joan Lee, Natalie & Howard, Will Hender-son orch.

Saks' spot here ranks in the fore-front of Detroit niteries. As a 350-seater situated in midtown, it draws the upper strata for its patronage and holds 'em. Its entertainment hits the soul

seater situated in midlown, it draws, the upper strais for "its patronage, and holds em. Its entertainment hits the spot.

Its the spot.

A brisk minutes, the performances mightly Frankie Belageo, m.c., keeps things moving nicely, his gags and chatter getting over. For good measure, turns in neat tenor of Star Dust.

Al's the eighth consecutive week at Saks for Natalie and Howard the performance of the spot of

### Gets 30 Years

Charlotte, N. C. March 15: Clarence Fairbanks was convicted March 11 at Henderson of the second-degree murder of his show-man-employer, Steve Good, of second-degree mirder of his snow-man-employer. Steve. Good. of Cason, Tex., and was sentenced to 30 years at hard labor. Good was hacked to death, with an axe Jan. 6. Fairbanks said he slew the musself defense.

### **Backward Bookings**

Lincoln, March 15.
Fair bookings are very dough this year according to the agencics making the Nebraska and Karisas territory, most of them saying the pickings are severer than they're been at any time in the last 20 years. Most of the fairs arent even holding out a possibility and won't think of saying they'll be ready to decide definitely before May or later.

Nebraska State Fair, committed to Barnes & Cartuthers, Chicago, as per custom, hasn't signed up for anything, but this is perfly due to the illness of Secretary Perry Reed, who has been in the hospital.

has been in the hospital.

Heavy snows recently, which have
melted down into considerable moisture ahead of planting time, may be
an encouraging factor, but none of
the boards will buy before they see
the green of a crop.

### **FARR PURSUED BY JINX** IN DEFEAT BY MAX BAER

By JACK PULASKI

Fight bugs virtually iammed Madison Square Garden Friday (11) at \$11.50 top, for which they witnessed one of the best indoor heavyweight contests years, when Max Baer, pulled a comeback by beating Tomey Darr, Great Britain's gift to the prize ring, in 15 rounds. Far had been favored at 2—1. He hasn't won any of the three fights he appeared in over here but is still a popular guy. An outdoor match with Baer should be a soin getter, and would be the rubber event, as Farr topped Baer in London last year.

Baer gave his best, performance eince he stopped Max Schmeling. He knocked Farr down in the second him in the third. First eight rounds were Baer's, and although he lost the next three sessions, came on to take the 13th and 15th.

Why he was unable to stop Farr, Baer can't fully explain. Chances are his socks, are not as hefty as formerly, although sending Farr off the vertical was done by neither doe Louis nor Jimmy Braddock. Baer was off in timing and swung many a roundhouser. He claimed he couldn't see out of his closed left peeper; which is true.

Farr left-jubbed the former champeountless times, as he did at their last meating, and the damage was just as great. Had the Californian not waded in close so often, Farr would have left-handed himself to a victory. At that, he, thought he should, have gotten the decision:

Storics were around to the effect that Farr had developed a punch, long fould, his new manager, attending to that. But the visitor, ability to hurt was just as evident as before. He tagged Baer with his right plenty of times, but nothing happened; Baer laughing it off.

Despite all, Farr has, fighting, heart, and he put up a courageous with the first peeper with the peeper with the

Where Baer is going is not defi-nite. Talk is for him to meet the winner of the Louis-Schmeling match next summer. He wants to regal the title and records show that is possible, because while Louis was knocked out by Schmelling, Schmel-ing was stopped by Bacr.

### News of Dailies

(Continued from page 54)

Natt, petitioned L. A. Superior court for letters of administration of the writer's estate, to which Mrs. Louise McNutt, widow, has already laid claim. Basis for action is that divorce obtained by McNutt 10 years ago in Mexico is invalid.

Grant Mitchell, screen actor, bequeathed a tract of Kansas land by the will of Mrs. Seymour—Davis.

May E. Hayes dialog director for Penner, filed a voluntary bark-ruotey petition in U. S. District court, itsing itabilities of \$7.722 and assets of \$in.

listing liabilities of \$7,722 and assets of \$50.
Sigrid Gurie, Norwegian actress, filed suit for divorce from Thomas. W. Stuart in Loe Angeles.
Mrs. Lillian Asher appointed guardian of her two children by L.A. Superior Court. in order to administer the \$100,000, trust fund beducated them by their father, the late E. M. Asher, film producer.
Peter R. Reed, father of, Martha (Raye, screen, actress, lost his L. A. court action to prevent his former wife, Mrs. Maybelle Reed, Miss Raye's mother from applying for her final divorce decrée, Reed had asked that his former wife's interlocutory decree be set aside.

# **Barnes Trick Poised for 40-Week Trek** Through West; New Outfit All Around

Baldwin Park, Cal., March 15.
It will be virtually a brand new AI G. Barnes and Sells-Floto circus that will take to the road a week hence when it inaugurates its 1938 trek with a two-day stand at San Diego as a preliminary to its 35 to 40 weeks tour. There has been an almost lavish toosening of the Ringling purse strings during the past winter months, so that the Pacific Coast's own, as the Barnes outfit has long been labeled, is already a greatly rejuvenated institution.

New acts, new executive personnel, new canyas, completely remade rolling stock that rates it with the best on tour, and a new spirit are the outstanding high notes of the Barnes & Sells-Floto combo for the new season.

new season. Rejuvenation started several months ago with the naming of George Smith as general manager to replace S. L. (Buster) Cronin, transferred to the management of the Tim McCoy Wild West show which the Ringling interests will sponsor this season. Close to 300 workmen were used during the winter months, with upwards of \$75,000 being expended on a complete reconstruction program.

plete reconstruction program.

Foised Early for Tour
Smith, short time ago, was elevated to general managership of the
vated to general managership of the
plets of the plets of the general general agent of the
Barnes show, now functioning as
acting manager, a post he may fill
for some weeks to come. During
his regime at the helm Austin has
completed the work launched by
Smith, and this season, for the first
time many years, the Barnes
circus was ready to hit the road a
full two weeks ahead of scheduled
opening date. opening date.

opening date.

More than a week ago canvas was pitched for the first time this season, at winter quarters, and rehearsals have been proceeding under the big top ever since. Last of the feature acts is expected to report during the next day or two, giving at least a full week of intensive rehearsal before making the bid for audience approbation.

is adjusted by the second of the short of th

Jack Joyce, for past several sea-sons with the Cole Bros. circus, has been engaged by the Barnes show as head horse trainer and in charge as head horse trainer and in charge of all high school, liberty, gaited and menage horses, utilizing services of 65 equines for a routine of turns, including a tableau using camels, including a tableau using camels, elephants and horses. Riding tandem horses under Joyce's supervision will be Martha Joyce, Betty Miller and Diane White. A big apple routine will be a leature of the menage. Riders will be garbed in entirely new outfits this season, affecting polo attire at matinee performances and full riding habits at night. night. Plenty of Beasties

Mabel Stark this season will use 21 cats, five of which are new, work-ing the entire aggregation in a single comultaneously. A total of 35

ing the entire aggregation in a single, cage simultaneously. A total of 35 li and, tigers are carried by Barnes, all of which will be on display in the menagerie, supplemented by Lotus, the 35-year-old hippor, male, lions, worked under the big top by Capt. Frank Phillips, 17 elephants, again worked by Walter McLain, and numerous other wild beasts.

Deasts.

Barnes this season is eliminating the time-worn spectucle, that has characterized circuses for ages. Instead, George Cunningham, with the show for several utilize group of 16 dancing girls and many solo dancers, both during the main regionance and last in the main performance and also in the concert. Latter will have a femme background, interspersed with wild west performance, alligator wrestling and performances by a bagggaven wild west performance wild west performance wiestling and performance tribe of Seminole Indians.

comprise all reconstructed and re-inforced wagons, freshly painted and in ship-shape for the big street parade wherever such a turnout is

given.

Equine stock has just been plenished by a carload of 24 head brought on from Idaho, and comprising both working and show horses. Big top is a 4-pole, 160-footer with three 50-foot middle pieces, first put into service just as the Barnes show was closing its 1937 season at Amarillo, Tex., last fall.

season at Amarillo, Tex., last fall.
Clown brigade will be headed by
Milt Taylor while A. Windecker will
have charge of the side show, comprising some 15 to 20 varied attractions. Traveling personnel will
number around 550, greatest numberever carried by the Barnes combo.

### Press Gang Ricks Through

Fress Gang Ricks Through
Exceptionally pretentious advertising-publicity campaign has been
mapped out by Gardner Wilson,
general press rep. who will transfer
to the Ringling show in April, with
Jack Grimes already set for publicity and Don Hanna as contracting
press agent. Sam Stration comes on
from the Ringling show to replace
Wilson. Latter's press took's something unique. Each captioned cut
proof, of which there are several
hundred, has an envelope page underneath containing the matching
matrix. Newspaper ads prepared
are distinctly different from the
dinary run that have served circuises
for many years, while the press
book itself carries a four-color front
cover.

Personnel for the 1938 tour will

book itself carries a four-color front cover.

Personnel for the 1938 tour will have like Robinson, treasurer; J. C. Rhodes as lot superintendent; John Handley, trainmaster; Ed Delevan; in charge of front door; Don Cook, in charge of sleeping cars; Charles Curtis, boss canvasman; Bob Thornton, equestrienne-director; George Tipton, chief of commissary; Jack Austin, ingt. advertising car No. 1; R. P. Iffite, advertising car No. 1; R. P. Iffite, advertising car No. 2; Veteran Eddie Woechner, will again bation the show's band, as well as act as mail agent, job he has filled for many years.

Barnes & Sells-Floto will again taverse the entire Pacific Coast before heading for the middle west tamping ground. Early season bookings for Southern California follow.

March 26-27, San Diego; 28, Inglewood; 29, Sanita Ana, 20 Ponces.

follow:

March 26-27, San Diego; 28, Ingle-wood; 29, Santa Ana; 30, Pomona; 31, Pasadena; April 1, Huntington Park; 2-3, Long Beach; 4-10, Los Angeles downtown; 11-13, Hollywood; 14, Santa Monica; 15, Glendale; 16, Santa Barbara; 17, Ventura.

### Machine Men Elect

Philadelphia, March 15.

Maurice H. Mitnick, of Philly, was elected permanent prez of the Amusement Machine Association of Pennsylvania at the organization's first meeting in the Penn-Harris hotel, Harrisburg, last Sunday, Other officers, named were Frank Engel, Philly, v.p.; Benjamin Sterling, Scranton, treasurer, and William Friedman, Harrisburg, secretary, Bernard R. Cohen, Philly, was chosen counsel.

First move of the group was to col-lect, a war chest to battle for more equitable legislation governing pln ball machines.

### Wembley Stadium Had 2,000,000 Attendance, '37

London, March 9.
Empire Stadium, Wembley, attracted in excess of 2,000,000 customers in 1937, according to A. J. Elvin, chief of the concern. This was despite fewer greyhound race meetings and the non-engagement of the stadium for the England Scotland international football game last year. As a gauge of takings, Elvin declared almost \$150,000 was paid in entertainments tax alone.

Built for the fletter beautiful to the fletter than the concernation of the concer

tainments tax alone.

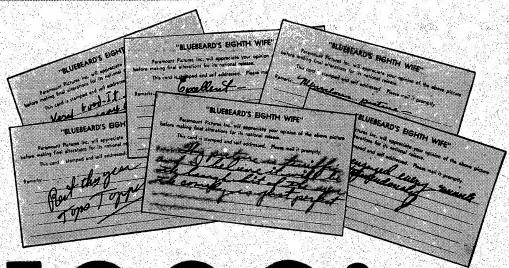
Built for the British Empire Exhibition of 1923-24, the stadium promotes fights, gryphound races, dirti
track races, international football
games, athletic meetings, water
sports and water polo, and has,
monopoly of the Football Association Cup final game.

Canadia in amountmetaly 05,000.

tribe of Seminole Indians.

Capacity is approximately \$5,000.

In addition to completely rebuilt, but it planned to extend the railroad cdrs, the 35-car circus will bleachers.



# 1000/ois tops in any league!

West Coast preview audience bats 1000% for Paramount's new comedy smash BLUEBEARD'S EIGHTH WIFE, starring CLAUDETTE COLBERT and GARY COOPER... produced and directed by ERNST LUBITSCH.

Out of the hundreds of cards turned in not one failed to register unqualified praise.



# 15¢

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, inc. Annual subscription, 35 Single conten, 15 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March. 1873.

COPYRIGH, 1938, BY VARIETY, INC. ALL REGHTS RESERVED.

Vol. 130 No. 2

NEW YORK, WEDNESDAY, MARCH 23, 1938

64 PAGES

# RADIO UP AS THEATRES

# Says Kids Really Run the Radio Biz

By ROBERT REINHART

By ROBERT REINHART

According to Eddle Cantoe 'all
radio is a hootchie-kootchie dancer
that wiggles just long enough. Then
she goes into a tent, and a man sells
the medicine.' This is an excerpt of
what Cantor told a Columbia University Extension course in Radio
Writing on Monday night (21) when
he was guest speaker there.

he was guest speaker there.

Invited to address the group by Erik Barnouw, who conducts the class, Cantor spoke on 'comedy on the air.' Stating first that it was ironical for one who had never been through grammer school to talk at Columbia University, he spoke briefly on the importance of writers to radio. A successful program he defined as one which kept increasing sales and one which people remembered.

He said: No matter how entertaining a program may be, it no sales result, eventually there will be no program.

program. Discussing the controversy be-tween radio and newspapers, he stated that the latter had a 'mistaken idea' that radio takes away their business. Stated also that children actually run the radio business. If there is one radio in the house, the child will probably get the pro-gram it wants.

gram it wants.

Asked to discuss timing, he said

(Continued on page 61)

### AN OXFORD SAGEBRUSHER

AN ASTORIO SANTERRUSHER

SAN Antonio, March 22.

Rex Stuart, a sagebrusher from
Oxford, making a pa, in boys' dept.
of Joske's Department Store, not
clicking so hot with those rangebred Texas kids, due to the
British accent.

### Comparing Time

[Jan - Feb. Combined Percentages 1 NIGHTTIME

1938 1937 1936 1938 1937 1938

% % %

Hour shows ....18.8 14.7 15.5
One-half hours ....96 8.0 7.3
15 mins. (4-5 wkly).10.4 10.3 11.4
15 mins. (2-3 wkly). 8.0 5.4 5.0
15 mins. (1 week) 6.0 3.2 3.3

DAYTIME
One-half hour ..., 32 2.8 3.3 15 mins. (4-5 wkly). 4.3 3.4 4.3 15 mins. (2-3 wkly). 1.9 1.6 1.5

# AGENTS BEEF ON TALENT **PURGE**

Eastern agents are squawking over the way picture companies are dropon the way bicture companies are drop-ping people on the Coast, meantime not evincing much interest in other possibilities for films that are being offered. Not only are the producers sharply reducing contract lists but, if taking on anyone new, are bar-gaining hard for terms.

Agents who have people on the Coast don't know what to do with the large number of featured players whose options are not being lifted.

## **Con-Fidential Audition**

(News Item)

Quews Item)

Dallas, March 22.

George Cranston, Nelson Olmstead and Elbert Haling of WBAP, Ft.

Worth, spent several days in the Texas State Prison at Huntsville last week auditioning 6,500 prisoners for a new radio program.

Among those auditioned is a former first trumpet for Hal Kemp's or-chestra, who will lead a six-man jam team in the prison follies. Theme song will be Twilight and You, written by the trumpeter.

### CONFIDENTIAL AUDITION REPORT

20223—Trono, Claims he was mc. for Balaban & Katz and also toured with Fanchon & Marco unit. Wowed Walla-Walla. Natty dresser and has melting brown eyes.

20224—Former oil stock salesman. Has a Phil Stewart quality in his voice. Good prospect for announcer.

20225—Says he can play 'Margic' on musical saw, but warden won't let him practice in his cell.

20226—Sas, Good material for quartet but must be used before April 18, as penitentiary's option is up.

20227—Promising mimic, but his knees are so sore from scrubbing floors he says he can't imitate Al Jolson anymore. Use pull to get him a soft job on rock pile.

rock pile. 9228—Comedian. All original stuff. Claims he never stole a joke in his on rock pite.

20228-Comedian, All original stuff. Claims he never stole a loke in inlife. Formerly did a two-act radio but when they demanded money
the stalion manager swore out a warrant. Warden refuses to discuss
the stalion manager swore and a warrant warden refuses to discuss
20228's partner, 20229, formerly disamatic and music editor of the Texas
Prison Echo, who said the warden was off-key. 20229 is now in solitary,
where the warden and Lou Holtz says all critics should be.

# AIR LISTENING

Contrast to the B. O. Drop -Points Anew That When Theatre Attendance Drops Radio 'Circulation' Zooms

C.A.B. FIGURES

While theatre business has been While theatre business has been off during January and February of this year, it appears that radio listening is increasing. Figures of the Cooperative Analysis of Broadcasting, standard measurement service

Cooperative Analysis of Broadcasting, standard measurement service of radio, bring out this aspect. The boxed breakdown, herewith, combines the two January and the two February popularity ratings of C. A. B. for an over-all average for programs according to time: hour, half hour, etc.

January-February weeks include the peak of the radio listening curve for three winters. Peak itself may vary three or four weeks one way or the other, depending on weather, economics and other variables. But a three-year comparative contrast of the average of the combined months reveals the intensity and spread of public listening. It is well known from the experience of the depression that when the family's amusement budget is curtailed, and theatres suffer, radio curves tend to go up.

### MARBLE-SHOOTING **NOW AN INDUSTRY?**

Lynchburg, Va., March 22.
For third successive year, WLVA has signed Royal Crown Cola to sponsor city-wide marbles tournament. Glenn Jackson spiels.
Station sends short-wave car to each of city's dozen playgrounds to each of city's dozen playgrounds to each of city's dozen playgrounds of a free case of soda at each broadcast, and plenty of commercial is envined in the marbles' play-by-play.
First place winner goes to Wildwood, N. J., for national mits play-off, and second-placer gets trip to Gullport, Miss.

### 'Dance of Death' Bally

Des Moines March 22.
The Des Moines Register and Tribune is sponsoring dance of death' thriller for the city on March 31, with Betty Fox and Benny fox dancing atop, a steel pole 100 feet above the six-story Flynn building on the corner of Seventh and Locust streets.

The free act will take place five times during the day, regardless of weather, and it is expected to draw 300,000 thrill-seekers on that day.

# Cantor Lectures at Columbia U.; MARKED RISE IN New Prod. Trend Will Be Away From Filmusicals and Screwball Comedy

'Doing the Dopey'

Detroit, March 22. Detroit, March 22.

Toing the Dopey, a new dance craze conceived from Snow White and the Seven.

Downts' (RKO), was introduced here last week by Johnny Hamp's band, current in Book-Cadillac Hotel's Book Casino. Hamp previously had received permish from RKO and Walt Disney, to present dance and music

music,
Dancers from Roth and Bordun hoofing school here demonstrated the new craze, assisted by Crawford and Caskey, dance

# 50,000,000 FAIR GATE, GOAL **1ST YEAR**

Plan to obtain a 50,000,000 gate in the first year of the New York World's Fair is tied up in elaborate preview celebration now being arranged for April 29-30 and May 1. Fair officials estimate that a minimum of three times the potential New York drawing population of 7,000,000 must necessarily be obtained from the hinterland. Believe by appealing a year in advance, enthusiasm for the exposition may be generated.

Motorcade parade, with all

Motorcade parade, with all porations having exhibits at fair and other firms, will be highlighted in preview. Fair expects to secure special rail rates to encourage

(Continued on page 17)

Hollywood, March 22.

Hollywood, March 22.

Almost complete elimination of musical and farce comedy productions are planned by major studios for the season's production slate. Front office exces hold tunctions too hazardous a venture, with present ligh production costs, and only by studding casts with cluster of top names can they be assured an even break or a slim profit on this type picture. picture.

picture.

Broad farce comedles are said to fall into the same category, with reports on current releases as well as those released within past six months that the market is none too forte and especially in subsequents are returns disappointing.

Romantic action yarns and solid subject matter, with latter depending more on story merit than stellagul, will have call on new lineups, according to advance indications.

according to advance indications.

Contention of producers although costs may be heavy due to magnitude of films, is that they won't have to go overboard on star cast names. Overhead in music departments and staffs for musical productions being chopped.

Recently formed team of Harry Warren and Johnny Mercer will turn out most of the tunes for Warners. Mercer is taking Al Dubin's place as lyric writer for Warren. Its (Continued on page 63)

### JURISPRUDENCE ON A SOUNDTRACK, D. C. IDEA

Washington, March 22.
Experimental-use-of sound-recording apparatus to speed up and improve court proceedings was recommended last weet: by the House Judiciary Committee. Favorably reported the Hobbs bill authorizing installation of recording apparatus in Federal district court here and reproduction equipment in the D. C. (Continued on page 62)



# Jack Warner's Dinner to Exiled Thos. Mann May Touch Off a Militant Anti-Hitler Campaign in Hollywood

Hollywood, March 22.
Though up to now producers have tried hard to turn their backs on political upheavals abroad, figuring it was had bit to air their own political biases while trying to sell the foreigner a bill of goods, conditions have changed so much that many are in favor of saying 'Nuts to the foreign market, let's be ourselves.

foreign market, let's be ourselves:
First to step right out and face the issues Jack Warner, who will throw \$100-a-plate dinner his home for Thomes Mann, exiled Gesman author and Nobel prize winner, proceeds to go to Anti-Nazi Leaque activities. At this tariff, dinner, scheduled for March 31, looks set to net \$10,000.

net \$10,000.
League itself and Warners as individuals are looking also, into the advisability of rooting out Nazi activities on the Coast and generally taking the offensive against any local Hitlerism. They point out that it didn't pay Austria and isn't paying England to wear its panis out sitting on the fence, and while their main job is to make pictures; there's not much fun in making them under a Fascist setup.

Authors to a man have been aware

Authors to a man have been aware of this ever since Hitler gathered

Authors to a man have been aware of this 'ever, since Hitler gathered thousands of books and burned them in a public square. Flims, they argue, burn even easier and make a much bigger bonfire for pyromaniacs in the field of politics.

Anti-Nazi League, headed by Donald Ogden Stewart, has had several executive meetings, trying to destermine if it should shift from an educational policy to something more militant. Hollywood if feels, is so fed up with dictators that it's about time the town did some dictating itself; and, rather than be barred from certain countries, take the initiative, and refuse to show its pictures in these countries as part of a general economic isolation policy.

part or a general economic isolation policy:

If, has been frequently argued, man cannot live by bread alone, it is now being argued around Hollywood that the absence of Hollywood pictures may add to the discontent of European peasants and so help them throw off the yoke of dictatorship and help the world to get back to happier days.

Withdrawing from a foreign market, normally bad biz because it leaves the field wide open for local turkeys to make the grade, isn't to be feared in the instance of dictators because dictators can't make pix. Mussolini proved that, Hollywood even gave, If Duce, Jr., the brushoff when he came over to learn how at Hal Roach's invitation.

### BBC's Idea to Make Televish Independent Of Film Producers

London, March 8. Moves intended eventually to make television independent of motion pic-ture cooperation have been put in-tral at British Broadcasting Corp. trai at British Broadcasting Corp. Alexandra Palace station. For filling out programs and providing background material, station has had to take newerels and stock stuff from distributors, in consequence of which exhibitors have been setting up a loud squawk:

Now BB.C. has formed its own modest film unit, which is already experimenting with feature and short production, apart from shooting stock library stuff. Shortage of cash necessarily is preventing any considerable development of the unit at this time.

at this time.

Other methods of obtaining picture ouner methods of obtaining picture footage include offers for rights of Continental productions, and in New York Felix Greene is buying air rights to pictures of the pre-television period. Amateur produces are also invited to sell their productions.

### BARBARA'S S'LONG

Hollywood, March 22.
Barbara Stamwyck has been signed by 20th-Fox for the lead in 'Always Goodbye.'
'Asymond Griffith will produce.
Al an Dwan directing.

### AMECHE'S JAW ACHE STYMIES PIX. RADIO

Hollywood, March 22.

A jaw infection is keeping Don meche out of pictures and radio

American out or presures and tender a week.
Henry King is shooting around him on 'Alexanders Ragtime Band' at 20th-Fox. Fred MacMurray is standing by to repeat as mc. on the Chase & Sanborn broadcasts Sunday nights.

### Hays' Annual Report Will Highlight Visual Education in Films

Annual meeting of the Motion Picture Producers & Distributors association scheduled for next Monday (28) will be featured by reading of report on year's accomplishments by Will Hays. Outstanding basic problems confronting the industry will be touched on.

Strides made in establishing cooperation between the film business and visual education in the schools also is expected to come in for freatment. Educators may come out flat-flootedly in proposing that the MPPDA suggest films which its member companies desire to release to educational institutions be sent through the recently created film library organization.

Understood that this is dependent on what progress has been made towards setting up the library association as a national unit, which could handle wholesale buying, leasing and possibly releasing of educational subjects.

As part of the promotion of proper

ling and possioly releasing or edu-cational subjects.

As part of the promotion of proper use for films in schools, American Council of Education expected shortly to start a three-year experi-mental program. This will include teaching instructors on how to ac-complish most with audio-visual pic-tures and how to use them success-fully in the classroom.

Hays addressed the organization's Advertising. Advisory Council Mon-day (21) outlining new develop-ments in matter of keeping ad copy clean. Contab was officially listed, as routine.

as routine.

### Muni as Darrow?

Hollywood, March 22.
Warners are mulling writer lists preparatory to assigning the biography of the late Clarence Darrow for development into a screen play. Paul Muni is under consideration for the name role.

### LeRoy's Quickie East

The world premier of 'Fools for Scandal,' which he directed for Warners, is taking Mervyn LeRoy to New York by plane today (Tues.) It opens at Radio City Music Hall Thursday (24).

He's due back on the Coast this weekend.

### Add: Awards

### By JACK OSTERMAN

By JACK OSTERMAN
Having nothing to do Sunday between the hours of five and six we
though we would sit down and figure
out to whom would we give Academy Awards, providing we had an
Academy and also the awards. So
here they are in case you're interested.

Best Original Story — The six prison, themes Warners produced; naturally we mean the first one and its sequels.

Best Sound-Arthur Caesar, Sam

Lyons and Harry Cohn.

Lyons and Harry Cohn.

Best lighting—Cantor lighting a

Camel on his new program.

Best Scenes—inside of any exec's offices in Hollywood. Best Activess—Anyone who can talk her way to standom.

Best Actor-Ditto.

Best Photography—Closeup of a five-year contract.

Best Director—Man who tells you on what track the Chief leaves for the Coast. Best Ass't Director—Man who tells you on what track Chief leaves for Broadway.

Best Dance Direction-Alice Brady

valking in any farce. Best Author—The guy who steals the idea first.

Best Producer-Pop Dionne.

### It Happened Last Week

Actors Equity had a mass meeting at the Astor hotel last Friday and grand madhouse, no one hurt mortally but must have been plenty cases of laryngytis after the affair was First they started nominating everyone from Nance O'Neil to Carrie Nation Then they got down to serious arguing about to WPA or not to WPA that is the question; if it is right for amateurs to get break while professionals are laying off, etc., but then we couly ask who is to judge what constitutes an amateur today. All we know istat the entire cast of 'Pins and Needles' were amateurs at the break of the barrier, but they're all now 100% Equity. However, a good time was had by all.

Nero played his fiddle while Burplenty cases of laryngytis after the

Nero played his fiddle while Burgess Meredith burned, and whatever they are fighting for we hope both sides win what can we lose?

sides win what can we lose?
On the way out we were handed a leaflet with bold headlines saying.
'Act For Spain Now. We informed them we would much prefer acting for Sid Piermont and Al Rosen first, just to sorta break our jump. We finally got a load of One Third of A Nation' and what a hunk of play that is, Not only grand true story, but flashing a set that makes the one in 'Dead End' look like a unit.

### Thoughts Thile Thinking

Thoughs "Thile Thinking Wonder if a.ee." Carbo marries Stokowski she'll still say, I want to be alone? ... Nothing surpasses the Radio City Music. Hall stage shows for beauty and precision ... We still think best short ever written was by Leoncavallo, he called it 'Pagliacci' ... many an author could take a tip from him and just write first acts... that TWA plane service is getting to be quite a dangerous gag, we mean letting the wife or else ride along free : . slogan for it might be Boys Meet Wives' Speaking of TWA.

tropens at Radio City Music Hall Thursday (24).

He's due-back on the Coast this weekend,
He's due-back on the Coast this weekend,
Hollywood, March 22.

Stan Laurel and Oliver Hardy will trek to Mexico City some time in April for three weeks of personal appearances.
Contracts have been signed with date left open undil after completion of editing on Hal Roach's Swiss Miss, their newest picture. free ... slog Meet Wives'

# Other News of Pix Interest

English quota	Page	12 .
Radio reports on Joe Schenck, Howard Dietz	Page	31
Al Dubin Tells off WB,	Page	47
Phonograph recording circuit with commercial plugs	Page	47
Sam Fox vs. Metro-Robbins-20th over music pub deals	Page	47
Metro music pubs oppose old ASCAP rating idea	Page	48
Buster Crabbe's act	Page	51
Equity's vote	Dage	55
Winchell tiffing with N. Y. Mirror	Page	60

# Theatre Chain Protests WSGN, B'ham, **Charging Admission at Broadcast**

### McGUIRE AND METRO KISS 'N' MAKE UP

Hollywood, March 22. Hollywood, March 22.
William Anthony McGuire is postponing his return to Broadway with a
musical show for at least another
year. Producer-writer is getting together with Metro on a contract toreplace his pact expiring March 25.
Details are ironed, out and signing
is set for this week. He may take a
rest before undertaking his next assignment.

### Goldwyn, Fairbanks, Dave Rose Sail Today On Korda-UA Dickers

Samuel Goldwyn is making a business trip to London, sailing today (Wednesday). The nature of the business which taking the producer to England, open to conjecture because he's not talking much these days. However, it concerns a deal again whereby he and Alexander Korda would purchase United Artists.

Artists.
David Rose, Goldwyn's v.p., accompanies the producer along with Douglas Fairbanks.
Maurice Silverstone, U.A.'s chief in Europe, may return with Goldwyn, to headquarter in the U.S.
As London cables have indicated, Korda has fresh money for producing purposes and for purchase of control of United Artists.

Hollywood, March 22. Hollywood, March 22, Lack of quorum caused, postpone-ment Monday (21) of intended United Artists board meeting. Absence of David Rose, vice-president of Gold-wayn productions, who few gast, caused the sesh to be put over. Rose is sailing with Goldwyn for London Wednesday (23):

### SAILINGS

March 29 (Los Angeles to Hono-lulu), Lawrence Tibbett (Mariposa), March 23 (London to New York), Alexander Korda, Merle Oberon, Loretta Fischer, Gene Sheldon, Jody, Annie and Zeke Canova (Norman-dia)

die).
March 23 (New York to London).
Mr. and Mrs. Sam Goldwyn, Mr. and
Mrs. Douglas Fairbanks, Sr., David
Rose (Berengaria).
March 18 (New York to London).
Mr. and Mrs. Paul Lukas, Mr. and
Mrs. King Vidor, Mr. and Mrs. Gilbert Miller, Col. Wasil de Basil, Mr.
and Mrs. Irving Haim. Isidore Achron, Rene Le Roy, Pasquier Trio,
Uday Shankar Troupe, Michel Fokina
(Ille de France). (Ille de France).

17 (New York to Copen-March

hagen), Helga Weeke (Batory), March 16 (New York to London), Dr. George B. Cameron (Hansa),

### L. A. to N. Y.

Leslie Arliss, Harry Baldwin, Ed Beloin, Jack Benny, Jack Benny.
Milton Berle.
Glenda Farrell.
J. J. Felder.
Leon Fromkess.
Jack Gross. Sigrid Gurie. Otto Harbach. Louise Henry
Rochelle Hudson,
Walter Woolf King,
Harry Leedy,
Mervyn LeRoy,
Ella Logan,
Bill Morrow,
Jack Pearl,
Ted Pearson,
David Rose,
James Saphier,
Pauline Swanson,
Rudy Vallee,
Ward Wilson, Louise Henry

### N. Y. to L. A.

Mort Blumenstock, Dr. Saul C. Colin. Benjamin David, Carl Leserman, Rolland Martini Charles Michaelson, Sam Schneider Gradwell L. Sears. Mr. and Mrs. Lew Seiler. Hunt Stromberg. Birmingham, March 22.

Indicative of the growing rivalry between radio and the theatre in the figreup here between the Wilby-Kincey theatres and Radio Station. WSGN, operated under lease by the Birmingham News-Age-Herald, R. M. Kennedy, local manager for the theatre chain, registered a streamon protest against WSGN, which recently rented a hall, and is charging admission for a variety show put on for one hour each Sunday afternoon, Kennedy complained that this was in direct competition with the, theatres, threatened to boycott the newspapers and did take away fre pass privilege of the radio station personnel. He claimed the station was setting a bad precedent.

This, however, did not sweve the radio station one bit in its program. Henry P. Johnston, general manager, stated he began the program for help pay the assessment levied against this NBC outlet by the American Federation of Musicipus. There are also two sponsors for the program, one of each half bour, which makes it a profitable one to the estation.

Since the program was begun six weeks ago it has been wided the meets oppular local program on any station in Birmingham in a poll conducted by the News-Age-Herald, also the fifth best program, including all those on the hookups.

Johnston said that since he had to pay the misical assessment, he might just as well use the musicians fully. Birmingham, March 22

Joinston said that since he had: to pay the musical assessment, he might, just as well use the musicians fully. The program consists mostly of mu-sical numbers with few comedy features interspersed. It broad-cast the Alabama networks as-well and talent is chosen from over the stafe

well and talent is chosen from over the state.

Despite the theatre protest, John-ston said the program would be con-tinued for 13 weeks as originally in-tended, after which baseball games will be broadcast at this period. It probably will be resumed in the fall.

### DALLAS TREK STARTS FOR DEPINET DINNER

First contingent to the Ned E. Depinet testimonial dinner in Dallas Saturday (26) from the east leaves N.Y. tomorrow (Thurs.) night in special Chartered plane leaves. Friday. Affair is sponsored by Karl Hoblitzelle and Robert J. O'Donnell to mark 30 years in show-business for Depinet.

Included in list of those who have signified their intention of making trek to Dallas, where Depinet started in industry, are Neil Agnew, Grad Sears, Carl Lesserman, Herb Yates, John Wood, George and Charles Skouras, Sam Dembow, William McKay, Al Barlow, John Hennegan, McKay, Al Barlow, John Hennegan, Mate Blumberg, Ricardo Cortez, Milton Berle, Jules Levy, J. R. McDonouch, Lee Marcus, Bob Sisk, Cliff Reid, Lou Lusty, Howard Benedich, Mike Rosenberg, Cress Smith, Ed. McEvoy, Ralph Rolan, Phil Reisman.

Reid, Lou Lusty, Howard Benedict, Mike Rosenberg, Cress Smith, Ed. McEvoy, Ralph Rolan, Phil. Reisman, and Barret-McCormick. Following dinner Saturday, special transportation has been arranged to bring back film people on Sunday, arriving in NY, Tuesday (29). See cial plane: gets back in Manhattan Sunday. Reduced transportation rafes, have been secured. Details are being hondled by Ralph Rolan, Sunday. Reduced transportation rates have been secured. Details at a being handled by Ralph Rolan, in the East, and O'Donnell in the

Hollywood, March 22.
Heavy delegation from here plane and train to Dallas for the Ned Depinet testimonial dinner there wareh 26.

pinet testimonial dinner on-March 26. In contingent will be Al Lichtman, Charles Skouras, Mike Rosenberk, Leo Spitz, Jules Levy, Ricardo Cor-lez, J. R. McDonough, Lee Marcus, Robert Sisk, Lou Lusty, Jesse Lasky, Cliff Work, S. Barrett McCormick, Howard Benedict.

Milton Berle was slated to the affair, given by Karl Hoblitzelle and Bob O'Donnell, but death of his futher may cause a switch.

More than 100 from New York and Hollywood will make the Texas jaimt.

### ARRIVALS

Rene Huisman, Evelyn Chandler, Bruce Mapes, Oskar Weitzner, Earl-Maiman, Paul Munt,

# EARLIEST SALES DRIVES

# **Production Taking Spurt on All** Fronts with Metro, U Showing Way

Hollywood, March 22.

Film production, stymied for weeks by tax bites and economy waves, is being littled out of the doldrums, with Metro and Universal leading the way, the entire lineup of major and indie outfils is readying additional cameras for the sprint.

In addition to pictures already in the filming process at Metro, including the expensive Marie Antoinette. Director George Seitz put his 'Yellow Jack' cast into action last Friday (18); 'Lord Jeff' rolled yesterday (Mon.) and Snug Harbor' will be given the starting signal before the end of this week.

Four features, two of them heavy-budgelers, were given the lens nod yesterday (Mon.) and today at Universal. One is The Rage of Paris, of the proposed American debuter for Danielle Darrieux, French import, who will have Douglas Fairbanks, Jr., opposite her. Henry Koster is directing from script by Bruce Manning and Felix Jackson. Other 'A' is John M. Stahl's 'My Letter of Introduction,' with Edgar Bergen and Charle McCarthy in the upporting cast.

Us third feature is Edmund Crainger's Riot Patrol,' with Tren

Andrea Leeds neading the supporting cast.

Us third feature is Edmund Crainger's 'Riot Patrol,' with Trem Carr's 'Air Devils' as its fourth.

Warners, with several smaller pictures currently in the making, will push 'Comet Over Broadway.' a Bette Davis starrer, over the starting line April 4, with William Keighley directing.

While RKO has hit a new low, with only 'Blind Alibi' actually under way. Pandro Berman, production clief, has several scripts ready to

ctief, has several scripts ready to go soon as he Leo Spitz and other company execs complete their discussions on next season's sched-

ule.
Selznick-International is readying to resume operations in a few days, with The Young at Heart, Teaturing Janet Gaynor, the first to go.
Columbia's "You Can't Take It With You" which Frank Capra will direct, will be put in work April I. Casting is now under way, with Liouel Barrymore and Spring Byington already set.

## ADD RKO POSTPONEMENTS

Now Set Over Until April 4—Usual Routine

Upon the motion of Hamilton C. Rickaby, of the law firm of Simpson, Thacher & Barlett, representing pro-Thacher & Barlett, representing proposent of RKO's reorganization plan, and upon his expressed hope that a modified plan of reorganization which would warrant confirmation might be ready within two weeks, N. Y. Federal Judge William O. Bondy consented to let the matter go over until April 4, at 3:30 p.m. Nothing was stated in court, on Monday (21), regarding that which might be holding up the modifications, or what modifications were being considered.

There were the usual opposing

There were the usual opposing spesches: all of which attempted to have the proponents tip off what they might be considering, but the court wouldn't go for that.

One attorney, hitherto unnoticed at hearings, ried to get the court to compet Rickaby to reveal what disposition was being considered on the common shares. Another attorney, representing a broker, wanted Rickaby to reveal what would happen to the debentures.

aby to reveal what would happen to the debentures.

There was no answer to either. Rickaby explained, and apparently the court thought likewise, that mobiling constructive was to be served by discussing an unfinished plan.

### A Super-77B

Hollywood, March 22.
Small indie producer, currently in the bankruigty court, is convinced he is destined for an important inche in the picture industry. Discussing what he likes to call his 'success' with a pal, he exclaimed:

'Look! Two years sgo I had, 'S00 to my name, and now I owe a quarter of a million!'

# TOP FILM EXECS **CONVERGE ON** HOLLYWOOD

Every important company piesi-dent will have been on the Coast within the coming two weeks with seven of them already ensconced their. These include three who make their headquarters on the Pa-cinc slope, and the others are visitors from the east.

rom the east.

Three from the Coast are Dr. A.

H. Giannin, president of United Artists, Harry Cohn, president of Columbia, and Harry M. Warner.

And at present there are Sidney R.

Kent, president of 20th Century-Fox, Leo. Spitz, president of RKO, Nate Blumberg, president of Thiversal, and J. R. Grainger, president of Republic. Soon Barney Balaban will also join the group.

And additionally, there are a load of vice-presidents, general managers and sales managers now visiting the Coast. All there in connection with the coming season's product, requirements of their respective compani

### Brief Buying Season For Fox-WC; 3 Deals Overlap

Los Angeles, March 22.
Fox-West Coast's film buying season this year will be a brief one, due to multiple deals negotiated with three of the major distributing companies last season. Contracts with retro. 20th-Fox and Warners have suppley year to go.

Fetro, 20th-Fox and Warners have another year to go,

J. J. Sullivan, circuit's head film buyer, is now in New York, huddling on preliminary discussions with Paramount and other companies whose product will be used circuit wide during 1938-39.

F-WC excess are leaning strongly toward two-year and longer deals, particularly as they affect major studio product.

Reagan's Feature Billing
Hollywood, March 22,
Warners will feature Ronald Reagan in Bryan Foy's production of
For, the Defense.
Ken, Ganiet and Don Ryan are

the last. Even Judge Bondy marked that the 5th anniversary of the RKO bankruptcy was at hand.

K-A-O and Keith Cerp. Divvy.
Net profit of Keith-Albee-Orpheum Corp. was about \$70,000 higher in 1937 than in preceding year, annual, report issued this week revealed. Net was \$1,300,837, equivalent to \$20,23 per preferred share as compared with 1,1237,141 or \$19.23 per preferred share in 1935. K-A-O report showed total income of \$15,641.

950, of which all but \$1,708,061 canefrom theatre admissions. Operating expenses were placed at \$13,086,319. Company paid federal government \$11,875 in surfaxes on undistributed profits. served by discussing an unministral plant. It was a comparatively quiet sessive the usual altorneys, besides some new faces showing up, Every hearing brings up at least one. Two attorneys who hitherto may lave not participated or made an appearance at prior hearings. And that's the usual sequence of events at reorganization and bank rupley hearings, of which RKO is \$1,036,257 in the preceding year.

Exhibitors as Anxious as the Distribs to Know How They Stand for Next Year's Product—Response Will Gauge Rentals, but Will Mean Chiefly Percentage Bookings

### READJUSTED BUDGETS

Partly because of nervousness, producer-distributors preparing to line up at the post early this year for a fast getaway on sales covering the coming 1938-39 season. From all indications selling will begin the earliest that has ever been recorded There is a probability, also, that exhibitors will buy earlier than last year out of a desire to protect themselves on product.

The various companies are rapidly setting up programs for the '38-'39 semester and, guided partly by an intensive urge to beat the field at the post, are rushing plans for sales meetings so that no time may be lost in reaching accounts who may be in a mood to buy the first batch of films offered them. Various re-gionals have already been set and it is probable that only a minimum of this type of meeting will be held rather than large national sales conclaves, so that no time might be spared in starting to dig for business

spared in starting to dig for business.

Anxiety to get contracts in for the '38-'39 pictures is intensified by the desire to feel out the market before too much advance planning on production has been made. Accounts are already being sounded.

will Gauge Cost of Films

No distributor knows what his chances for rentals are going to be, either. This actuates an earlier study of the market possibilities in order that studio operations may conform to the chances for income during the year running generally from Aug. 1 on through 12 months. Last season there was much advance production at high budgets, with the result that when business began collapsing suddenly it was necessary to retrench on costs but difficult, however, since most plants were wocking far ahead of release.

The distributors demand that

inost plants were working far ahead of release.

The distributors demand that tental levels must be maintained to better balance the profit potentialities between the owner-producers and the renting-exhibitor accounts, while the theatre operators are firm in their demand that the cost of film in the must come down. They strongly resisted rental increases last summer and when, in the fall, box office income began to drop, the cry went up that playing terms simply had to come down. Since last September, partly as a result of the conditions that developed, there has been a lot of recission under contracts, dropping pictures into lower brackets and changing dating plans. The attitude of the average buyer is that the distributor should make it lower rentals by putting his, own house in order through bringing costs and own. away down.

away down.

Same Number of Pix
The prospects for '38-39 re that approximately the same number of features will be liable from the nationally organized producer distributors. If programs are reduced the deficit, as compared with last year, is expected to be skight. This, no shortage of product is looked for late next summer or afterward.

With contract-seeking certain to

twith contract-seeking certain to begin in April for the first time, dis-tributors are likely to favor more deals under percentage than last year but with guarantees prevailing as a protection.

# '38-39 PIX DEALS See the Rockefellers Ultimately Owning 25% of RKO After Reorg; Future Management Idea Unknown

### Just a Cynic

Announcements in dicating that a couple of the big companies aren't going to make any B's next season has at least one exhibitor mystified.

They must be figuring just A's and C's, he avers.

# NO COST SHEET TRIM. 20-FOX TOPS RULE

Hollywood, March 22.
There will be no cost curtailment on the 48 to 52 pictures on 20th Föx 1930-39 schedule. This was decided at conferences attended by Joseph Schenck, board chairman; Sidney Kent, president; Darryl Zanuck, production chief; John D. Clark Charles E. McCarthy and William Goetz, currently Foudiling. rently huddling on next season's

product.

In addition to the decision to hold the standard of its pictures up to the present level, company excees also voted to inject more sock into the scripts, figuring that substantial drama is what theatre patrons now

want.
Following the studio confabs, Kent and Clark will go to Kansas City to attend the divisional gathering of district and branch managers, April 1-2, returning to New York in time to sail for London. They will participate in foreign sales meets in the Brütsh capital and in Paris late in April.

### PAR'S 'WINGS' GETS \$550,000 TRIMMING

Hollywood March 22.
Careful perusal of the budget for
'Men With Wings' has resulted in
Paramount pruning the estimate
from its original \$1,800,000 to \$1,-250,000.

200.000.

Orders have gone out to production excessible that lower figure is not topped.

### Three Studios After Bing For That Outside Picture

Hollywood March 22.

Bing Crosby, currently readying for his role in Paramount's Sing You Sincers, is being sought by three studios for the one-a-year outside picture permitted him under his

Samuel Goldwyn, Bidders . Warners and Republic.

### Green with Wurtzel

Hollywood, March 22.
Howard J. Green joined Sol Wurtzel's executive production slaft at 20th-Fox. He will produce in addition to see duties.
Green will have as his aide Art Lewis, recent assistant to Max Golden.

Martin Tees Off for U
Halliywood, March 22
Universal has handed Charles
Murtin the scripting chore on 'Death
Catches Up With 'Mr. Cluck' as his
first assignment at the sludio,
Martin is a former radio producerand writer.

The Rockefellers owners of the Radio City Music Hall and the Center theatre, will have a big say-so in the new RKO, upon reorganization. No question about this. And the trade is wondering how the Rockefeller, angle will swing.

Between the Rockefellers and the Atlas Corp. will lie control of RKO, no matter how the pending reorganization plan will be modified.

zation plan will be modified.
Thus the new RKO will be even stronger controlled by non-shownen than at present.
What's more, belief is that, although there may not be (between Rockefeller and Atlas Corp.) an actual working agreement on management and operation of the new RKO, these two big interests are working closely with each other, and that, at least, they have parallel views in the situation.

Affas Corp. and oreditors are atill.

the situation.

Atlas Corp: and creditors are still negotiating on the proposed modifications. Floyd Odlum, head man in Atlas, and, his aide-de-camm. Peter Rathyon, have been on the Coast, at Odlum's Indio ranch, for a rest. Perhaps they are also going over RKO's reorganization matters, too, at thi time. time.

Atlas Sponsoring Plan

Atlas Copp, as is well known, sponsors the reorganization plan. The Rockeller interests are the biggest individual general creditors in the situation. Atlas Corp, is the biggest secured creditor the picture. Chances are that in the final pic-ture the Rockefeller people will wind

(Continued on page 63)

VARIETY

Sid Silverinan, President 154 West 46th Street, New York City

SUBSCHIPTION
Annual \$6 Foreign \$7
Single Coule 15 Cents

Vol. 130

INDEX

### Advance Production Chart. Bills ..... 51 Chatter Concert ..... 58 Exploitation ..... 15 Years Ago ..... 51 Film Booking Chart .... House Reviews..... Inside—Legit 54 Inside—Music 43 Inside-Pictures ...... International Show News. 59 Jack Osterman ...... Joe Laurie, Jr..... Legitimate 51-58 Literati 60 Music 40-48 New Acts 51 News from the Dailies 62 Nite Clubs 49-51 Nite Club Reviews 50 Obituary 62 Outdoors Picture 63 Pictures 27-45. Radio 27-45. Radio 1nternational 34. Radio Reviews 30-31. Radio Showmauship 36. Vaudeville 49-51.

# **Hollywood Readjusting Production Budgets with Particular Eye To Dwindling International Markets**

European upheaval and other indications that the foreign distribution field either dwindling or uncertain is gradually foreing producers to readjust their production sights in relation to the world market. It's wrapped up in developments in Europe and the Far East.

Many film companies are becoming extremely conscious of the way in which the foreign market is slipping. With this new viewpoint, there is a growing tendency not to spend coin on a picture to such extent that there is no chance of getting it back.

Full import of Austria's debacle, the such as the conditions, which already have wiped out considerable foreign return and threaten to do further damage, have revived the previously advanced foreign departments idea of altering the entire philosophy on production budgets. Producing outless in the U.S. in the past have been set on the probability of a fairly the defined foreign mark. lays in the U.S. in the past have been set on the probability of a fairly fixed return from the foreign mart. Geared to possible take outside America, trouble today is that it is neither fixed nor is there much way of tell-ing from month to month how much the foreign income will be graduated downwards. Quotas threats of new ones, wartime measures, Nazi and other restrictions have done this.

other restrictions have done this.

Quote

Quote

Besides the quota problems in
England and New South Wales, with
the chance that other Australian
states will follow that state's lead,
big markets in Japan, Spain, Italy
and Germany - Austria have been
drastically reduced. Japaness have
cut off all revenue for American
companies through their ban against
money leawing that country. What
is worse, no films are being permitted entry into Japan, reducingrental prospects because of forced
runs.
Spain has not permitted any coin

Spain has not permitted any coin out of that country for some time. Chemas are operating wherever left standing. Exchanges continue to service where theatres are open. Crying demand for new pictures now is developing, since none has gone in from the U.S. since conflict became serious. Italy and Germany have high taxes and restrictions against foreign distributors. Nazis have a quota, which probably will be have a quota, which probably will be

against foreign distributors. Nazis have a quota, which probably will be extended to Austria. Czechosłovakia has a registration fee of \$700 per feature, which is being fought currently by U. S. distributors.

Foreign division chiertains in recent weeks have seen signs of getting hack to the status prevalent during the world war when pictures were made with the American market solely in view as far as budgeting was concerned. Opinion with these officials is that the odds are too great against, securing anything like the anticipated income to figure on the foreign field return when laying out production budgets.

For British Appeal

### For British Appeal

production, budgets,

For British Appeal

Coupled with the new slant on budgeting, producers' new approach will be to appeal to the strongest outside-of-America markets by means of spectacular, action or native-appeal product. Two majors, Metro and 20th-Fox, already are framing their 1938-39 product along these lines.

Of the 52 features slated for next season by MGM, at least 12 are rated standout for foreign trade. Majority of these seem obviously designed to catch the Britisher eye Two Kipling stories are included.

Not only with its next season's alignment but with features due out tale on the current program, 20th-Fox is following much the same policy. Yarn about Sueze Canala and 'We're Going to Be Rich', destined for the 1938-39 season, have English audiences in mind. Latter has Victor McLaglen and Gracie Fields. Comedienne is a terrifa favorite with British audiences, while McLaglen has an outstanding rep in Great Britain, Company also has 'Kidnapped,' action yarn, due out April 29, and 'Four Men, and a Prayer,' Foreign Mexico City, March 22.

### Shirley's Going Places

Hollywood, March 22

Shirley Temple, accompanied by her parents, Mr. and Mrs. George Temple, will head eastward after she completes her new 20th-Fox picture, Little Miss Broadway.

New York and Miami will be among the places visited by the trio during their month's vacation. Young star's family refused p.a. of-fers for her.

### Autry on S. A. Tour Unless Rep. Kicks In With 25G Per Pic

Hollywood, March. 22.
Gene Autry shoves off on a personal appearance tour of South
America. April. 9 unless. Republic
meets his salary demands before that
date. Smiley Burnette, screen comic,
will accompany Autry should the latter decide to go through with the
deal, for which the promotors have
already posted \$25,000 as a partial
guarantee.

guarantee.

Offer calls for \$4,000 a week for singing cowboy, with \$1,000 for Burnette. Autry's lawyers, have assured him that the Federal court injunction obtained by Republic, preventing him from stage, screen and radio appearances, does not apply outside this country.

Autry huddled with Sol C. Seigel. production head last studio production head, last week, but the session came to naught. It is understood that Seigel offered the yodeling sagebrusher tilt of \$2,500 above the \$5,000 per picture price now provided in his contract, but Autry is demanding \$25,000 per film.

### Frank Harris in the Ring

Pittsburgh, March 22. Frank J. Harris, president of Har Frank J. Harris, president ris Amus, Co., in Pittsburgh, has just announced his candidacy for the announced his candidacy for the lieutenant-governorship of Pennsylvania. He will run on the GOP ticket with Gifford Pinchot, long a close friend and political ally of the showman's. Harris has never been actively identified with the management of the circuit, entrusting that duty to his nephew, John H. Harris, concentrating instead on politics.

For almost a score of years he served in the state senate and following his defeat for re-election in the last Democratic landslide became chairman of the Republican party in Allegheny county.

governing expropriation and that it would be exercised by government officials when industrial companies fail to agree on labor demands was taken to mean by picture chieftains as boding future drastic measures directed at other industries.

Close and friendly relationship between the labor unions and the labor-dominated government was seen in the move in the oil situation. It has been evident to U. S. film company representatives, too, in recent-discrites over ware hoosts. Distribusions to some ware hoosts. has been evident to U. S. film company representatives, too, in recent disputes over wage boosts. Distributing companies in Mexico have been forced to grant two raises to exchange workers in the last seven or eight months. Last plea for higher wages about a month ago was resisted for several days, but representatives of American companies finally capitulated to the union ultimatum.

audiences in mind. Latter has Victor McLaglen and Gracie Fields. Comedienne is a terrific favorite with British audiences, while McLaglen has an outstanding rep in Great Britain. Company also has 'Kidnapped, action yarn, due out April 29, and 'Four Men and a Prayer, Foreign Legion story, set for release in May.

Mexico City, March 22.

Seizure of \$4000,000,000 worth of oil properties from foreign firms, including U, S. and British, by the Mexican laborite government is viewed as a future threat to the picture business by industry leaders here. That there is a Mexican law it into exchanges would be supply doubtlessly would cause most only a few months. After that, lack of suitable complete the Mexican market has developed into a profitable one, but claim they would not countenance any such seizure and

### Flacks' Fanfare

Hollywood, March 22.
Greatest concentration of studio flacks and photogs in years was ordered at three studios last Friday (18), when Mrs. Franklin D. Roosevelt toured the plants. Metro and 20th-fox came off best as First Lady expressed desire to meet Robert Taylor and Shirley Temple.
Warners' flashlight brigade also kept the negatives flying.

Warners' flashlight brigade also kept the negatives flying. The planting was on in full cry

# **U SCHEDULES** 40 FOR 1938-39

Hollywood, March 22. Forty features listed on Universal's 938-39 program,

1938-39 program,

Additional product will be six westerns and four serials. Shorts will include two reelers made in New York by Mentonic, cartoons for which no contract has yet been negotiated, news weekly and 'Going Places' novelty.

Universal has tripled its studio payroll by hiring 522 craftsmen, technicians and laborers for heaviest production schedule in years, soon to get under way. Most help good for minimum of a month's work,

### Exchange Shakeup

Exchange Shakeup

Widespread shakeup of sales force in key cities throughout the U. S., including numerous transfers, some dismissals and a number of promotions from the ranks; was begun last week by Universal. W. E. Dad' Sipe, veteran head of U exchange at Memphis, was let out, his place being taken by Jimmy Prichard, 31-year-old salesman in branch. Roy Palmquist salesman at Omaha, has been elevated to branch manager there, taking the place of L. J. Miller, not assigned to new spot as yet. M. M. Gottlieb, branch chief at Detroit, goes to Chicago as branch manager in spot left vacant through resignation of Henry Herbel.

Stated at Universal home office that changes were in line with policy of promoting from the ranks.

of promoting from the ranks,

New Detroit branch manager is

Ed Heiver, moved over from Washington. Nate Sauber, Buffalo manager, was shifted to Washington.

Buffalo spot has been filled by Peter
Dana, formerly Albany manager.

Dave Miller, branch manager at Cleveland, has been made district manager. His post will be filled by Joe Engel, manager of the Philadel-phia exchange. Sigbert Wittman moves up into Engel's spot at Philly.

W. S. Sipe, who founded Memphis film row, is out as manager of Uni-versal exchange here after serving 32 years. Jimmy Prichard, salesman with U about a year, becomes branch manager.

Sipe's dismissal came while his of-fice was leading U. S. in spring sales drive, it is reported.

### 'Marie' Waits on Sets. Norma Shearer Rests

Hollywood, March 22.
Production on Metro's Marie Antoinette' was temporarily suspended last Wednesday (16) to give carpenters and painters time to complete big outdoor sets, work on which was delayed by the recent rainy weather, and to provide Norma Shearer opportunity for rest. Film is expected to get under way again the last of this week.

Director W. S. Var. Dyke estimates that the scenes still to be filmed will require another month.

### Fewer to Wade Through

Hollywood, March 22.
Footage devoted to writers in screen credits prefixing current feature releases is due for a shrinkage with the unveiling of the new crop of pictures, which will carry solo writer identity.

writer identity.

Change from three or four scenarist names to one, which should provide novelty for theatre patrons, is d to to the heavy pruning of studio scripting staffs in recent weeks.

## Not on Downbeat

With that perspicacity which has made its editorials something more than fillers, the N. Y. Sunday News, circulation 3,250,000, slashes at films and radio and wonders when these two industries will get wise to themselves and readjust their public relations on a basis more to the public's liking.

The cases are taken up individually. Films are chastised for some prevailing theatre practices which include double billing of features, bingo and the lottery subterfuges, and annoying date-and-dating of pictures in theatres within reasonable competitive areas.

The indictment against radio is equally violent and is directed against the industry's leadership which is permitting politicians to get their hooks firmly fastened in radio.

Then, in a conclusion scarcely justified by the arguments, but interesting nevertheless, the editorial states: 'It may be—we hope not, but it may be—that both our great forms of mass art entertainment, the movies and the radio, have passed their peak and are on the down grade.'

Frankly, it isn't as bad as all that.

Films get the first spanking. And, of course, the football which is kicked all the way from 42nd street to the Bronx is the double bill.

Human-luck is such, says the Sunday News, that you usually happen into a movie house about the time the quickie is beginning, and have to sit for a long and weary hour and a half or two hours before you see the feature that we have the same that we have the ture which you want to see. If may be a pleasure to young lovers, who would like to sit and hold hands until time shall be no more, but it driving older movie-goers away; and we don't see how the gigantic movie industry can hope to prosper on the young-lover trade alone."

Which only goes to prove that you can't please all the people all the

On the other hand, the film industry cannot longer regard dual-billing of features as just one of those things which will take care of itself. Such attempts as have been made repeatedly to win back the public to single bills have failed, once the dual habit is established. The squawk is not primarily against showing two features; it is aimed at the showing of the so-called 'A' pictures, which Hollywood is turning out on a running time close to two hours coupled with another film which requires an hour and a half to get to the fadeout clinch.

Duals are here. Features should be shortened to take cognizance of the fact. The distributor who announces a new season's product bissed on what is a fact and no longer a theory will have a substantial sales argument in his favor with exhibitors.

More serious indictment against the films, as the Sunday News reviews what is going on, is the continued use of giveaways, bingo and cash awards as boxoffice stimulants. On this subject the editorial states, 'Movie theatres cannot hope forever to make up for bad pictures by turning themselves into gambling joints once or twice a week.'

They have something there, as the boys say. No one can justify the giveaway, its various forms of legal lotteries, as a long range, healthy, theatre practice. Born of competition, it can be killed off by agreement between competitors. Actually, the crest of the bankning screen and bingo craze, which was held in check for two years by the film NRA, has passed and is losing its grip on theatres. Probably through sheer exhaustion of the hatrons. tion of the patrons,

To illustrate its point against day-and-date booking of features, the Sinday News publishes an excerpt from its own advertising columns showing one film advertised at half a dozen theatres within reasonable compétitive

The theatres are killing off their crowds in a hurry, whereas by stag-gering bookings and thus offering several choices in one area at any given time they could keep their customers rotating and thus spending more money."

To this argument there are several practical answers. Booking is trolled by established clearances between theatres based on admission prices. In the larger cities, day-and-dating has become general practice because the patrons of one theatre are unwilling to wait for their pictures, if another house changing the same admission is playing films in advance, Neighborhood pride insists both houses shall be first.

Further, says Capt. J. M. Patterson, the News editor publisher, who usually writes these breezy editorials, The movies had better not think they have a stranglehold on the American mass mind. Especially since, while the movies dilute and adulterate more and more of their product, the radio chains are putting on better and better entertainment all the time.

time.

It is a matter of clear record, known to every showman, that the competitive line between radio and film entertainment is being more sharply drawn every day and that the film industry has waged a winning fight to protect its screen story material from free etherizing. Picture stars on the radio in non-conflicting dramatic material have boosted their popularity at the howeffines.

When the Sunday News bears down on radio for its timidity in coping with Governmental and political regulation it strikes the core of the matter by stating. Up to now, they (radio) have shown next to no courage in the matter of getting up on their hind legs and battling for as much freedom as the press enjoys.

On this issue the films have something in their favor. They have fought In the past, even as they are fighting now. And so long as they kee ing for freedom from political interference, films and radio will be upgrade, not the downgrade.

### Selznick Readies 2

Hollywood, March 22.
David O. Selznick is working with writers at Palm Springs on two yarns going into summer production. One is 'Heart Break Town,' by I. A. R. Wylie, for Janet Gaynor's starring while Earl of Chicago' goes under direction of Lewis Mile-stone who joined Selznick Monday (21).

### Britisher's Pic Debut

Hollywood, March 22.
RKO: The Muddled Deal marks
the American screen start of Detrick
DeMarncy, British actor: He shares
the top bracket with Joan Fontaine.
William Sistom is producing, with
Joseph Santley directing.

### **METRO SALES CHIEFS** IN FRISCO CONFAB

Los Angeles, March 22, Al Lichtman and four Metro sales executives returned here today following the company's regional sales conference last Saturday and Sunday (19-20) in San Francisco. Those accompanying Lichtman were W. F. Rogers, general sales manager, Eddi Aaron, his assistant, E. M. Saunders, western division sales manager, and George A. Hickey, western district supervisor.

Attending the powwow, were branch managers from L. A., San Francisco, Salt Lake, Seattle and Portland.

# CUFFO SHOOTING OUTLAWED

# Blush of Youth Demanded In Extras; Weeding Out Old Timers ALSO MADE TABU

Hollywood, March 22. Still leaner days than they have suffered in the past now loom for the older members of Hollywood's army of screen extras under what practically amounts to a 35-year age practically amounts to a 35-year age imit established by the studios. Majority of requisitions for male atmosphere people now specify ages must be between 25 and 35 years, with ages of femme players ranging from 20 to 30 years.

from 20 to 30 years.

Paramount executive, casting a sequence for 'Cocoanut Grove,' waved an entire extra quota aside as having 'too much age,' and denanded that younger players be summoned Similar attitude has been assumed by production officials in other film plants.

in other film plants.

Three reasons are given for the ban on older mob scene workers. One is the bellef that youth brightens pictures. Another is that the public becomes thred of seeing the same extras in too many productions, while the third is the fact that young actors and executives are reaching the top in the industry.

Former leading man, now on the extra list, averaged only \$29 weekly during 1937, despite the fact that he was formerly in demand at all studios, even after he slipped from important roles. His age is blamed.

## Calif. Supreme Court to Rule On **Talent-Agents**

Hollywood, March 22.

California Labor Commission's power as arbitrator in contractual disputes between talent agencies and disputes between talent agencies and their clients currently hangs in the balance, pending, a decision by the state supreme court on the appeal from the court of appeals in the case of Louis Friedlander against Stanley Bergerman, Inc. Appeals court had held that the arbitration clause in managerial contracts is no longer effective if either side has cancelled the nact in writing. cancelled the pact in writing.

Friedlander had asked for declara-

Friedlander had asked for declara-tory relief on his agreement with Bergerman, stating he had served notice of cancellation, which the agency ignored. Superior court held the ticket had been lawfully terminated, and Bergerman ap-pealed, on the ground that the dis-pute had not been taken to the labor bureau.

bureau.

If the supreme court affirms the appellate decision, cancelled contract disputes will have immediate recourse to the courts, eliminating the present necessity of taking such arguments before the labor body.

#### DIETRICH OFF PAR'S STUDIO PERSONNEL LIST

Hollywood, March 22, Severance of contractual ties between Marlene Dictrich and Parthe rumor stage. amount, long

took a definite turn with issuance of new list of studio personnel, from which her name was omitted. Company some time ago granted German actress permission to do outside pic-tures, following shelving of a vehicle home lot execs had bought with her

in mind.

in mind.

Other players dropped last week included John Beach and Lola Jensen.

Ernst Lubitsch also checked off the Paramount lot Saturday (19) ending an 11-year term with the company. The is readying for an extended vacation in Europe.

#### Drop 2.000 Extras

Hollywood, March 22, Automatic elimination of around 2,000 extras will result from the resolution adopted Monday (21) night by Screen Actors Guild board which also provides leniency for regular mobsters who fall behind in dues. Board also ruled to re-voke 100% fine for supes who work while delinquent.

Decimation in ranks is ex-pected to safeguard livelihood of regulars against chiselers and occasional larkers.

## HAIGHT JOINS RKO, KANIN **FOLLOWS**

Hollywood, March 22.

Pandro Berman, RKO-production chief, reaching, into the Samuel Goldwyn plant for new additions, to his staff of producers. George Haight, as already been signed by Berman and a deal has been drafted for Garson Kani providing the latter canget a release from his Goldwyn pact, which has until Angust to run.

Haight, recently stripped of his production authority and swanky office suite by Goldwyn, has been working out his \$1,500-a-week pact by reading scripts. He will check in at RKO within the next few days.

Kanin, who, like Haight, was imported by Goldwyn from the Broadway legit field, is eager to move because of dissatisfaction over continued inactivity. Before coming to Hollywood he was associated with George Abott in the production of Boy Meets Girl. 'Brother Rat' and 'Room Service'.

Rufus LeMaire's checking in at RKO as assistant to Pandro Berman, concentrating on the acquisition of new acting, writing and directing talent, leaves Robert Palmer undisturbed as studio casting director. While with Universal, Metro and Warners, LeMaire lined up much stellar material. Hollywood, March 22.

stellar material.

#### 1.000 INJUNS TO MAKE HOLLYWOOD TEPEE

Hollywood, March 22 Hollywood, Marca 22.
Hollywood will be temporary reservation for 1,000 real injuns if Col. Tim McCoy successful rounding them up in nearby western states. Redmen are wanted for Mctro's Northwest Passage' to be made in technicolor.

Families will be included in pack-age delivery.

#### Hornblow, Leisen On Jack Benny's 'A&M'

Hollywood, March 22.
Paramount has assigned Arthur-Hörnblow, Jr., and Mitchell Leisen as producer and director, respective, of 'Artists and Models of 1938, in which Jack Benny will be the cast

Russell Crouse and Howard Lind-say are writing the script.

#### CHARLIE'S PLAYMATES

Hollywood, March 22.
Universal has borrowed Henry Fonda from Walter Wanger for teaming with Andrea Leeds it supply the romance for John Stahl's production of 'My' Letter of Introduction'

Picture will feature Edgar Bergen and Charlie McCarthy.

Studios Say Too Much Waste and Lost Motion - Lose Out on Widely Publicized Yarn Tags—More Preparation and Less Speed Ordered

#### DUST OLDIES

Hollywood, March 22.

Hollywood, March 22.
Cuffo shooting and title switching, are being relegated to limbo by the Hollywood celluloid factories. Death sentences have already been pronounced, and shortly they will go the way of other wasteful practices earmarked for the scrap heap in the current drive to shrivel production costs.

the way of other wasteful practices earmarked for the scrap heap in the current drive to shrivel production costs.

Chieftains of all studios, chieftains of all studios, cluding those still facing considerable filming before their 1977-88 programs will have been wound up, are already worrying about perfected scripts, for next season's features, along with the tass they will carry when they actually hit the screen. Home office bankroll guardians have findly succeeded in convincing the generalismos of production that too much speed on yearning into an amazing total in the course of a-year, to-say nothing-of-the resultant floppos. Money dolers also are shedding tears over what they call the lost pull' of \$1,000,000 worth of free newspaper and magazine space and radio wordage given the 250 tiles that were dropped in 1937 in favor of new names just previous to release.

Term 'cuffo shooting' had its inception in the era when Hollywood was still a citrus grove, and directors guided their casts from a few plot, and gag notations scribbled on heir starched shirt-cuffs. As the industry began to shed its swaddling clothes, the words were applied, to pictures going into work without a full script, and depending upon the day-to-day output of the scenarist sypewriter for material with which to continue filming. More recently it has been used as a designation for features made from finished scripts for the form of the content previous to the unshuttering of the longer.

tent previous to the unshuttering of the lenses.

Top Last Year's Advance
Leading the way for the new deal on advance scenario preparation and title permanency Darryl.
Zanuck. 20th-Fox headman, who has placed his stamp of approval on the finished screen plays for 60% of the Westwood outfit's 1938-39 slate. Zanuck, long a believer in keeping his writing force-far ahead of his producton staffs, has announced that he will have another 20% final form for filming before he departs in May for his European vacation. Remainder will be in shape for his perusal by the time he returns to his desk lat in June or early in July.

While Metro and Paramount are

while Mctro and Paramount are also much farther shead on the new season's stripts than at this date in previous years they are considerably benind the mask set by 20th. Fox. Universal momentarily has 20 writers at work, with at least seven of them devoling their energies to 1388-39 sereen plays. RICO's scripting staff will be enlarged as soon as Leo Spitz, prexy. Pandro Berman, v.p. in charge of producti Ned Depinet. v.p. in command of sales, and J. R. McDohough, studio finance and business w.p. complete contabs now under way here, with most of the new writers to be, ssigned to stories for next year.

While the edies covering the matter of ahead-61-line preparedness on scripts came and of Manhattan too late to get, full "ompliance on the 1938-39 schedules even the partial benefits that will be attained (Continued on page 21)

# TITLE SWITCHING Irving Asher Out, Jerry Jackson In as WB English Production Head

#### Unhorsed

Hollywood, March 22.
Final race of the at
Santa Anita brought a sigh of
relief from Hollywood studio,
heads and phone girls. Plant
bosses are rejoicing that between now and June 10, when
the new Inglewood saucer
opens, they will be able to contact subordinates without the
necessity of dispatching nessengers 20 miles to the pony
track.
Operators are smiling be-

track.

Operators are smiling because they no longer face that afternoon peak switchboard load that begon with the start of the first race at 1.30 and continued until after the nags came home in the eighth race.

# **PANHANDLING** HOLLYWOOD **TALENT**

Hollywood, March 22.

Practice of panhandling talent is developing-info-a-iselet- in Hollywood, and worse, victims of it seem to be pamse either on the downbeat or panicky due to too long a layoff. Luncheon-clubs, breakfast clubs, literary, clubs, radio, stations, music boxes, rodeos—all of them promote talent and do it successfully on the theory that the audition will be sure to catch the eye or ear of a picture producer or a radio sponsor.

Tree performence is difficult to turn down when sold as a fine show-window, especially to a trouper out of a job for the moment and window shopping. Show-windows appeal to window shoppers, but window shoppers don't buy, and some of the layoffs are beginning to realize that if all of them sat tight between pictures they'd save time and money, whereas when they allow themselves, to be kidded into performing in a show-window they are losing both. Guilds so far have not been able to do much about this practice of panhandling their talent. One writer who has a flair for public speaking, and no backbone whating a contract with a friend, giving the friend exclusive rights to farm him out a \$150 a talk. As nobody in Los Anneles would pay \$150 even to hear Shakespeare talk, the author is now being lef alone.

It was a tough week for screen I radio talent allergic to benefit show touches. Town had three of them, each drawing heavily on themos. Around \$50 players had to cancel weekend trips to do their bits for the cause.

# **METRO DICKERS FOR**

London, March 22. Irving Asher, in charge of production at Teddington studios for Warner Bros., resigned last Wedhesday (16). Understanding is that a disagreement with Sam E. Morris is behind his exit from the company. Latter returned to London recently. Jerry Jackson succeeded Asher. Was formerly second in command.

formerly second in command.

formerly section succeeded Asher. Was formerly second in command.

Asher's exit was a complete surprise to the industry, here and the resignation was accepted with regret, according to company officials. Unconfirmed whether or not Jackson substitution will be permanent.

Disagreement with Moeris blamed on the latter shelving the idea that Warners produce bigger films here by using Hollywood talent. Deal was partially agreed upon after Asher's recent trip to the U. S. Suggestion that the idea be abandoned temporarily due to present world situation culminated in the resignation, it is believed. That the disagreement was very sudden is borne out by the fact that Asher recently purchased large estate at Datchet, near Windson.

Reports regarding Asher's move-

near Windsor.

Reports regarding Asher's movement since exiting the Warner setunare many. Rumor has it that he will take charge of Alexander Korda productions. Other report that he would join 20th Century-Fox is erroneous, as Robert T. Kaue, for 'gn chief for 20th, will himself handle the three quota pictures to be made here by 20th. Asher could not be reached for confirmation on reports, which also include the possibility of his joining Metro when Al Lichtman arrives.

Changes in Metro's London setup loom with arrival in England of Al Lichtman, Metro v-p in charge of distribution. Expected that it's visit is to buy up Miehael Balcon's pro-ducing contract, which expires next January. Victor Saville will remain in charge of production at Denhain studios.

studios.

Indications also point to permanent return of Ben Goetz to U.S.

Saan Balcon, Michael's brother and formerly in the story department licre, has already been lopped from the Mefro payroll.

# Alperson, Wright **Made Permanent** Trustees of GN

Los Angeles, March 22.
Federal court has approved Edward Alperson and Loyd Wright as permanent trustees of Grand National. Step was taken by creditor reps to speed reorganization under. 77B. Wright and Alperson are to negotiate for outside pictures so GN can fulfill distribution contracts. Outline of reorganization calls fire a heavy payroll trim with only three producers retained from the original list. B. F. Zeidman, one of the creditor-petitioners, is not included in reyamp. Los Angeles, March 22

itor-petitioners, is not included in revamp.

Tentative balance and schedule of company as of Peb. 19 submitted to court lists \$196,392 in advance expenditure: 20 pictures prepared for production before bankruptey action. Largest amount charge against single film \$66,303 love Me Again.

#### Pegler's Pic Deal

Hollywood, March 22, Westbrook Peuler may do a count of scripts for Columbia during the comming year, Columbiat incides with studio exces before pulling out for San, Francisco.

Deal depends on two drafts he will submit after his return to the east.

## Lefty Cuffs E. G. Robinson for a P. A. **But Flo Forgets to Sell 'Em Tickets**

By Joe Laurie, Jr.

Coolacres, Cal., March 22.

Dear Joe:

Some guy once said, Everything happens in threes.' Well, to exhibitors it only happens in twos, because we only run double features. Last Saturday, night I'm set for big business when who do you think comes to town but Edward G. Robinson, He came for a location shot on our Main Street for his next picture, and you can imagine how the locals turned out to see him work. Nobody but the ushers, Florence the cashier, Herman the operator, Vic and I were in the theatre and we wouldn't a been there ourselves only it's our bread minus butter. Well, I had fo think fast, so I went over to Robinson, who I worked with years ago in vaudeville, and told him what he was doing to my business on the best night of the week. He felt very bad about it and sed, 'Do you think I'I made a personal appearance at your house! I would draw 'em in'.'
Well, I nearly fell over, I said, 'Boy, if you do that it would be the greatest favor one artist can do for a brother artist.' So he tells his director and cameraman to lay off for a half hour, and I grab a megaphone and started to make the pitch.

"Ladies and gentlemen,' I sez, 'my pal, Edward G. Robinson, is going

started to make the pitch.

Ladies and gentlemen, I sez, 'my pal, Edward G. Robinson, is going right now to make a personal appearance in my theatre, so if you will all go in allow you will not only see but hear the one and only Ed. Robinson,' Well, Joe, while I'm talkin', Ed walks into the theatre and you should have seen the molt follow him. They jammed the place to the rafters, beating every record of the house. Ed was swell, he talked for 20 minutes and they cheered him and applauded him, and I shook his hand and thanked him for doing me such a big favor.

20. minutes and they there in maint applicated min, and shook his hand and thanked him for doing me such a big favor.

Well, he went out and the mob didn't wait for the pictures, but they just followed him out to watch him finish up his shot on the Main street. Well, I suppose I guess by now that you think I'm a screwball for crying, the blues for a break like that, but here's what happened: Flo, the cashier, and Vic, who, was, on the door, got so excited meeting Robinson, that she forgot to sell tickets, and they both went into the theatre to watch him work, and there wasn't a dime taken into the cash box. I guess the patrons thought I was treating them.

Well, I discharged both of 'em, but cooled off when, my sense of humor came back, and I took up their option on condition they wouldn't say anything about it to Aggie, because she'd ride me plenty about breaking a no-money box office record. I went out and told Robinson what happened and we had a good laugh about it, although he laughed heartier than I did. He said that's like working in front of a camera for an hour and then finding there aint no film in it. Anyway, he left me a autographed picture and said if he passed my way again he'd make a re-take shot of his personal appearance and to make sure I get some dough out of it he will be on the door himself. I put the whole thing down to advertising.

Well, we finally got Junior adopted legally, but we sure had quite an argument about it. The members of the Chamber of Commerce insisted that we call him Coolacres on account of him being found this town and-it-would give the towns a lot of publicity. I gave them some fast talk but it didn't do any good. Aggie sed okay, because she was afraid that they would not let us adopt him if we gave them too much of an argument, so I let it go. But I can't: where the name of Coolacres will look good in lights when the kid grows up and becomes a star. People will think he is a real estate dealer or something. It's a helluva monicker to pin on a kid, but we're gonna call him Junior pro tem, as my mouthpiece calls it. He says, after a while we can have the kid's name changed, but we will have to move from here if we do, because these California guys are very patriolic about their towns; they still talk about the late food as the 'damp spell.'

Give our best to the gang back on Panic Island, and tell 'em there's no use working themselves to death to get a living,

Your pal,

Letty. The C. of C.'s Dirty Trick on Jr.

P.S.—Eddie Nugent sez, 'Self love is love with two bandages over its eyes, instead of one.'

#### Okla.'s Sat. Night Previews a Trailer For Monday Business

General practice of theatre man-General practice of theatre managers in small downs, 15,000 people less, in Oklahoma is to shutter all day Sunday after having previewed Monday's opener Saturday night. Exhibs point out that this policy makes for increased business during first half of the following week and also assert that Sunday these would be seen that Sunday the product with the sunday that the sunday the seen that the see

also assert that Sunday shows would kayo the Saturday night previews because of a large percentage of the patronage waiting until next day's showing.

showing.

Another angle which must be watched especially close in Oktahoma is the opposition of religious organizations to Sunday shows. Exhibs feel that it is better to let the whole thing drop than to divide the town into two camps, with the show furnishing agitation.

## 'Dodge City' Epic

Hollywood, March 22, Warners is plotting another top-budget western, which will be filmed, under the title, 'Dodge City.' Rob-rt Lord producing. Robert Bruckner is at work on the screen play.

Neil Hamilton win Whitney role, C. 10.1351, 1.1

#### U and Pathe Newsreelers Released; Vienna Films In

First newsreel pictures of Hitler's march into Vienna in assuming government control over Austria ar-ived by boat Monday (21) morning and went into Broadway newsreel houses Monday night. Shipped out by plane so that they reached most accounts outside of N. Y. yesterday (Tues-day). Most of newsreel companies reported reams of news film giving little hint of any trouble encountered by photographers in covering Nazi procession in Vienna.

procession in Vienna:

However, Universal's cameraman,
Julius Jonak, Jr., and Pathe's rep
were jailed Lut later released on
representations by the American embassy. From the vague reports received in N. Y. home offices, only,
reason for holding any photographers was to give Berlin Association of Photographers exclusive
rights to filming parade. Those belonging to this central organization
in Germany or joining encountered
little difficulty, it was reported.

Actual coverage of history-making-

little difficulty, it was reported.

Actual coverage of history-making, event, absorption of Austra by the Nazi government, was as carefully and calmly worked out by camera crews as handling of a big Fifth Avenue parade, with different locations sputted en route of march, newsreel truck going along in procession and other details.

CELLULOIDING WHITNEY

Hollywood, March 22.

Republic has Jack Natteford writing a screen-play under the fille of the Great Wall Street Scandal, bused on the arrest and conviction of Richard Whitney, one-time proxy of the N. Y. Stock Exchange.

Neil Hamilton will portray the Whitney role, C. 18-13 June 19 June

#### Got Something Thar

Hollywood, March 22.
Dick Fowell has cut his worrying by 95%. Figures that
Federal and state income tax
nicks his earnings for 85%, and
another 10% goes to his agent.
That leaves him 5% to fret

#### Momand Takes In All Companies in His Two New Anti-Trust Suits

Oklahoma City, March 22

Oklahoma Cily, March 22.

A. B. Momand, local indle, filed two new suits. Saturday (19), first one asking, \$1,676,119 from 20th, Century-Fox and Loews. Warners, RKO, United Artists, Universal and Columbia: alleging combination in violation of anti-trust laws by discriminatory booking in favor of producer-owned circuits, competing with independents, Momand attacks block booking and blind dating.

His second suit asks \$4,461,012 and

booking and blind dating.

His second suit asks \$4,461,012 and names as defendants the Griffith chain, Consolidated Amusement, Consolidated Theatres, Warner Bros. Pictures. Warner Theatres, Vitaphone, FN, Educational, Paramount, Publix Theatres; and Regal Theatres; alleges interference with booking contracts; intimidation, through monopoly; major product admission price cutting in competitive spots through stock holding by defendants in sound equipment manufacturers and stalling in the installation of sound in independent houses and competitive spots.

## PETE WOOD'S D. C. PLEA FOR LOWER ADMISH TAX

Washington, March 22, Washington, March 22.

Last chance to obtain relief from present admissions taxes brought P. J. Wood, independent exhibitor from Columbus. O, before the Senate Finance Committee Saturday (19) with another plea for a higher starting point for the present 10% levy on box-office receipts.

levy on box-office receipts.

Arguments which failed to swerve the House Ways and Means Committee were re-voiced by Wood, who begged for a change in the present law so that ducats costing 50c would not be subject to the government grab. Contended that this would allow numerous houses to up their scales, make more money and pay faiter income taxes, so the government wouldn't lose.

"We are not suggesting this amend."

ment wouldn't lose.

We are not suggesting this amendment for the purpose of bringing ourselves larger profits,' Ohio crusader elaborated, but to enable thousands of small theatres to, in some measure, recover the higher film rentals and increased wages and other operating costs, all of which are causing many theatres to operate at slight or no profit.'

#### Fish Cannery's Cinema For Employee Goodwill

Fish and films are now in a merger at Black's Harbor, N. B., where a new picture theatre (Strand) has been opened. This is the first theatre of any kind this fishing and fish-canning town of about 2,000, with every man woman and child with every man, woman and child in the community dependent on the fisheries for their livelihood, di-rectly or indirectly, and all to one

rectly or indirectly, and all to one firm.

To provide permanent entertainment for their employees, Connors Fros. Ld., operating a big fish canning plant, box mill and can factory, and the only employing entity in the town, built the Strand. It seats 320. The work of construction and outfitting was supervised by Allan McLean, treasurer and managing director of the fish packing concern. The nearest picture house had been at St. George. N. B., about 12 miles away. As a means of keeping the firm's workers and their families in the fown, the new theattre was provided by the company, thus solving the labor problem. Black's Harbor is off the trunk road and also about seven miles from the railroad.

The fish canning firm is convinced the establishment of the theatte has been a sound investment for them, as it is essential to have plenty of workers on hards because of the danger of the fish spoiling unless processed on hards because of the danger of the fish spoiling unless processed on hards because of the danger of the fish spoiling unless processed on hards because of the plant.

# The Girls' Eye View

By Marian Squire

#### Bluebeard's Eighth Wife' Beautifully Groomed

It is now the beautifully groomed Claudette Colbert's turn to get cinenatically slapped and spanked in the film trend of treat 'em rough. Ina Claire's former stage vehicle, 'Bluebeard's Eighth Wife,' gives Gary Cooper the opportunity to administer corporal punishment, and he and Miss Colbert seem to enjoy themselves hugely,

Although Bluebeard is laid in a Parisian setting, you are spared the usual foreign family with accents ranging from the Rue de la Paix to Ruby Foo!. With a whole train of French relatives, headed by E. E. Horton, as Miss Colbert's gold-brick peddling father, accents are wisely dispensed with.

In a series of exaggerated and becoming Travis Banton outfits, Miss Colbert battles all over. Europe with Cooper. Her superior silhouette decrates a black one-piece bathing suit, covered with splashy white flowers. A black and white flowered dress is topped by an enormous cartwheel hat worn on the side of the head.

nat worn on the side or the head.

She receives Cooper's paddling wearing a white negligee, slim through the hips, with enormous skirf and sleeves made of millions (well, thousands) of tiny white net ruffles. A tiny black hat with a flat flower in one eye worn with a suit with light fluffy fur rempant. Although her changes are numerous and effective, 'Bluebeard' is not a fashion parade, the clothes are incidental, due partly to Miss Colbert's ability to wear them as though they belonged to her. Miss Colbert is doing all right until she arrives at a drunk scene, where she is excessively cute and unconvincingly high. Just half closing the eyes and sluffing words does not produce an authoritative jag.

Franklyn Panghorn is again the world's most exasterated hotel most.

produce an authoritative jag.

Franklyn Pangborn is again the world's most exasperated hotel manager. David Niven is the recipient of two k.o.'s to the button, one delivered by Miss Colbert, who wears a lavishly furred white chiffon hostess gown for the puglistic exhibition—and a more realistic poke from Warren B. Hymer, bulging in unaccustomed evening clothes.

#### Love, Honor and Behave' Appears Dated

'Love, Honor and Behave' moves along with the speed of a turtle wading through cold molasses, until he arrival of Wayne Morris and Priscilla Lane. But that time it's too late to do much about it.

Starting in pre-repeal gin-mixing days with action and dialog of a much earlier film vintage, the picture gives the impression of an old dead-silent, fitted out with conversation. Barbara O'Neill and Charles Mitchell, as Morris' parents, argue endlessly about sportsmanship. They get divorced but they go right on arguing in practically the same words. And Miss O'Neill, exponent of leaning over backwards to give your opponent: a break, turns feline about all the other women in the cast.

break, turns teline about all the other women in the cast.

Mona Barrie appears to be a menace in a low cut white gown and smeary make-up. Then turns comic in a pencil slim dress with huge fur muff and dab of fur on a high cone hat. Maybe she was meant to be funny all along but that's something for the audience to figure out. They get no help from authors or producers.

Little Dickie Moore is Morris as a child. Morris is an attractive young man, but by no stretch of the imagination could Dickie's black saucer eyes turn into Morris' small light orbs.

Priscilla Lane draws a few smart lines and delivers them with vigor, but by then the report is in. She wears a glittery white gown with drop shoulders and a short ermine bolero, several slim snappy street frocks, and gets an authentic looking black eye from Morris, while wearing a fitted bodice and sweeping skirth with back fullness.

The plot is as subtle as a poached egg and as obvious as Jimmie Durant's schnozzle. 'Bei Mir B. D. S.' in it too, for no apparent reason except to lure customers who might want to hear it again, regardless, of anything else that goes on in the picture.

#### 'Radio City Revels' No Revel

'Radio City Revels' features a number of social (film) register names, but it's Bob Burns who puts the whole thing in his hillbilly pocket and walks off with it. Jack Oakie and Milton Berle (with his forehead higher than ever) gallop around, teamed as desperate songwriters, and Kenny Baker with Ann Miller, represent young love.

Helen Broderick, high priestess of the dry wisecrack-crusher, is pretty-much wasted as a not so young female in search of a man. She looks too smart in a two-piece metal cloth frock with pleated skirt, and in a black tunic patterned with metal squares, to have such a hard time landing Bazooka Bob. Victor Moore, who wanders in a couple of times as a radio producer, could be put to much better use, too.

Baker sings the top number, 'New Moon Over the Old Mill,' and Jane Froman in low-necked, long-sleeved silver bodice and yards of metal banded tulle skirt, does 'Speak Your Heart' with a background of chorus descend all in black dressed all in black.

Ahn Miller dances in a fitted top and full circular skirt, split to the waist in front and lined with pailletted black satin. A chiffon evening gown decorated with metal discs has a stiffened double ruffle around the low neck.

Revels' skips about from penthouse to studio, to enormous stages and back to penthouse—and if the plot isn't revolutionary, it keeps right on going fast enough so that doesn't particularly matter.

#### 'Romance in the Dark' Not Too Bright

Operatic and light airs are plentifully dished out to give the cash cus-tomers their \$ worth of vocalizing 'Romance in the Dark.' Gladys Swarthout and John Boles handle most of the orioling, and Esther Muir has one operatic bit.

Miss Swarthou's operatic name was apparently deemed sufficient for the picture, without anyone bothering to think up a new plot. It's the one about an unknown singer built up into a fake exotic personality, so that impresario can discover her, and the inevitable expose; blamed temporarily, but also inevitably; hero.

John Barrymore and Boles relieve the plot monotony with a running competition for femme favors—the score in Barrymore's favor until Miss Swarthout's advent.

Claire Dodd is a countess in the manger, who double x s Boles until she loses him. She first acquires him while wearing a Grecian draped white crepe gown with a long ermine cape, and reluctantly surrenders him to the singer, in a black sequin gown cut extremely low, with black lace filling

Miss Swarthout relegated to dowdy frocks until turned into a Per-sian Princess by Boles. One evening dress confuses its line by having too many shades of chiffon draped, twisted and wound about. Her Per-sian costume is striking with a high metal cloth turban and metal cloth trousers under a sweeping floor length embroidered coat.

Trousers under a sweeping non rengal embodies.

Friez Feld as Boles Man Friday, and Curt Bois as Barrymore's shadow, get in some nice work, and excellent production does a lot toward lifting hackneyed situations above their ineatrical station.

# WHAT NEELY COULD MEAN

# Thomson Explains SAG and Equity | SEE \$20,000,000

Hollywood, March 22.

In response to VARIETY's inquiry as to the Screen Actors Guild's position in the current Equity election, and in general concerning the Four A's and other actor organizations, the board of directors has directed me to reply

other actor organizations, the board of directors has directed me to reply as follows:

1. Equity. The Guild cannot and will not take any part in the internal affairs of any other organization. It is clear, however, that the members of the Guild who are also members of Equity have not only the right but the duty to make known their opinion in Equity matters. The Guild will not attempt to influence them in any way.

2. Four A's. The Guild is not in favor of the 'one big union' idea. It believes that the problems of the individual branches can best be administered by the branches. However, it is in favor of Four A's with sufficient backing from the strong branches to help the weaker branches organize their fields. This is because many performers shift from field to field, and we should be derelic! our duty to our members if we did not attempt to see that there are strong organizations in every field.

3. AFRA. What we have just said explains fully our attitude towards the American Federation of Radio Artists. We want control of radio by radio performers. We want the other performer organizations to help AFRA attain a strong organization, and then, step out. What we have already done is an illustration of that position.

4. We think the function of a performers' union is to obtain better pay, hours and working conditions for the membership. We believe in a forward looking, liberal and progressive organization. We are against stagistion of any member's political party, whether it be Republican, Democratic, Communist, or even Prohibitionist. We do object to the member trying to use any actors' union to further any cause other than better conditions for actors.

Executive Secretary, Screen Actors Guild,

By order of the Board of Directors.

Executive Secretary, Screen Actors Guild, By order of the Board of Directors.

# **Dualing Victory in Philly Courts Creates No Stampede on Twin Pix**

Philadelphia, March 22.

Philadelphia, March 22.
Decision of U. S. Circuit Court here two weeks ago upholding legality of double-featuring has had practically no effect on dualing situash in the territory. Only change is that some indies who were holding off on twinning Metro, Warner and Paramount product have now thrown their doubts aside and are doubling these exchanges' shows when convenient.
Desnite, litigation and threats.

yement.

Despite litigation and threats, product of all six exchanges named in the Perelman double-feature suit have been dualled right along. RKO. Fox and United Artists have put up practically no squawk at any time, while Metro, Par and WB have been alternately hot and cold on the question.

tion.
Double-billing in Philly territory is much lighter than throughout the country and has been status quo last ix months or a year, Principal reason for absence of the twins is stand of Warner Bros. circuit against them. WB, with 126 houses, gets preferred pix and prior dates so has had little call for duals. Fewer than half of the other houses in the territory are doubling.
Exhibis constant cry is that they

doubling.

Exhibs' constant cry is that they are forced into the double-bills by brevity of current crop of films. They maintain it is easier and cheaper to book two 66-minute pix than it is to book one and a flock of shorts to fill the remaining time. There is no greater trade at houses using two films, they say. It's entirely a matter of convenience. Squawks from medicos and civic orgs, which have been heard in Chi and other spots where dualling is more prevaient, entirely absent here.

## Cosmopolitan Pictures And the Hearst Reorg

Move to reorganize the Hearst publishing properties, which has been under way since last fall, was formally revealed, with Clarence J. Shearn, long a friend of the publisher, named trustee. Executive committee for American Newspapers, Inc., was appointed six months and

As for as Hearst's picture inter affected, it is unlikely that Marion Davies will appear any in and ad director: back in New York thing for Warner Boss, although the Alters three weeks survey of the Stulic has a releasing contract with Cosmopolitan, the Hearst producing organization. Nowever, Cosmo Picts plans nothing

## Doubling Up

Hollywood, March 22.
One of the town's quickest quickie makers is convinced he has partially skirted the problem of rising production costs.

He's going to cut his atmosphere mobs in half by making the extras use double talk.

#### Canadian Premier Looks to Give Can. Theatre Men a Break

Montreal, March 22.
Delegation of local theetre men is steduled to huddle with Premier Duplessis this week with a view to alring woes encompassing amusement business in this province. Reported that a group including representatives of the Canadian Famous Players chain and independent theatre men will visit the provincial legislature at Quebec. Conference will be first between showmen and Duplessis since the present administration came into power, and seems tration came into power, and seems to be inspired by the Premier's sym-

to be inspired by the Premier's sympathetic attitude to show biz here.
Greatest single factor which would help take the picture business out of the red would be oddication of the laws. preventing admittance of minors.

Bills currently before the legislature provide for a reduced age limit, with the understanding that the delegation will endeavor to impress the Premier with the desirability of having the age limit fixed below 12.

#### Sherman Outfit Moves

Harry Sherman Productions, which makes the Hopalong Cassidy series for Paramount release, has moved into General Service studios. Outfit has been producing the Grand National lot.

Sherman has writers at

Sherman has writers at work the scripts for his next group of six. Chandler Sprague and Paul Gerard Smith are the newest additions to his scribbling roster.

#### JACK JOSEPH BACK EAST

John Joseph. Universal's publicity and ad director, back in New York

# TIED UP IN FILMS

If Neely Bill Ever Becomes a Law, It Would Neces-sitate That Much Invested in Finished Productions Before Selling Could Start

#### IMPRACTICAL

Establishment of a system of advance cash deposits agains; film rental payments by exhibitors for feature films is regarded by industry executives as an inevitable development if the Neely, Bill, which has been favorably reported to the Senate by the Committee on Interstate Commerce, is enacted into Federal law. Only by a complete revamping of the financial structure and trade practices which have been in effect for nearly quarter of a century would it be possible for most of the major companies to obtain the additional capital for production which is demanded by the provisions of the Neely measure. Discussions between attorneys for different companies and their production heads have been carried all week with a view to arriving at some solution of the financial problems which would arise if the bill passed by the present Congress and signed by the Present Congress and signed by the President.

present Congress and signed by the President.

Distributors declare the penalties which are provided in the act preclude any continuation of the present methods of film distribution. The

which are provided in the act preclude any continuation of the present methods of film distribution. The
measure provides that a synopsis, in
detail, must be available for every
exhibitor of each picture offered for
lease. The synopsis, in fact, becomes
a part of the liceusing agreement,
and any departure of the finished
product from the text of the outline
gives the exhibitor the right of cancellation, or the right or ecover
damages for breach of warranty. In
effect, this would mean, it is said,
that synopses only could be prepared
with some degree of accuracy after
a film is completed at the studios.

Not more than two of the major,
companies, it is pointed, out, are possessed of sufficient financial resources
at the present time to undertake the
risks of completing an entire group
of pictures before offering them to
the exhibitors. Individual selling of
films would entail prohibitive selling
costs. With the security market in
its present repressed condition, any
substantial issuance of new film securrities to meet the increased capital
demands is regarded generally as impossible. The alternative would be
reconstruction of trade practices and
an advance lay on exhibitors for
funds to provide for the additional
production programs made necessary
by the Neely bill.

R.F.C. No Help

It is known that the survey into

#### R.F.C. No Help

R.F.C. No Help

It is known that the survey into the unexpected financial angles which have been prompted by study of the Neely bill has extended to the possibility of applying for funds from the Reconstruction Finance Corporation, Government banking bureau which was originated under the Hoover administration and broad-end under the New Deal; Investigation into this source, which has been the Government's agency for lending to banks, railroads and other basic industries, reveals that the amusement business in all its various forms is excluded by statute and regulation from financial assistance. This is not a recent limitation of the RPC, as other industries, received automatical and regulation and continuity of the RPC. The second is the second in the second in

ture, also are outside the purview of the law.

There are differences among film executives as to the extent of the additional financing which the indus-try would require to cope with the sales-conditions of the Nocly act-currently, every film company strives to maintain at the lowest possible figure the inventory of com-

(Continued on page 25)

# **Writers Guild Calls Mass Meeting To** Combat Wage Cuts by Producers; Scuttle Plan to Merge Pic Scribs

#### In Relays

Hollywood, March 22.
Writing of screen treatment for Samuel Goldwyn's 'Graustark' has taken on the appearance of a relay race.
Samson Raphaelson and Lillian Hellman have tak over the chore, relieving Saraty Mason and Victor Heerman, who followed Donald Ogden Stewart, who originally started the assignment.

## 3-2 Veto May Take Sterifization Film To Highest Court

Albany, N. Y., March 22. Albany, N. Y., March 22.

By the margin of 3-2, the Appellate Division upheld the action of State Education Commissioner Frank P. Grayes in refusing to license Tomorrow's Children, featuring a sterilization theme. Court assessed \$50 costs and disbursements against. Foy Productions, Eld, and Principal Film Exchange, Inc., the petitioners. The closeness of the vote and the sharpness of the diverging opinions expressed by the majority and misnarpness of the diverging opinions expressed by the majority and minority was taken as a further indication of the varying viewpoints which 'Tomorrow' Children' has brought forth. Three boards of censors are said to have okayed the film and three others to have nixed it.

it. Observers believe that the petitioners will carry the case to the Court of Appeals, reasoning that a 3-2 vote (very unusual on film reviews by the Appellate Division) gives ground for hope that the highest tribunal may annul Commissioner Graves' ruling.

Graves' ruling.
Noticeable in the Apellate Division lineup was the fact the two Catholic members Justice Daniel V. McNamee of Hudson and Justice Christopher J. Hefferman of Amsterdam, were on opposite sides. McNamee wrote the prevailing opinion. The Catholic Church is unalterably opposed to sterilization. Another unusual angle to the decision was that Presiding Justice James P. Hill of Norwich drew up the minority of Norwich drew up the minority opinion, in which Justice Heffernan concurred. The judges saw the film screened in the courtroom two months ago.

The majority opinion sets forth that Tomorrow's Children had been up for review by the Education De-partment at times between May 5, 1934, and Aug. 20, 1937,

Practically every part exhibited interprets and elucidates sterilization as a means of contraception and birth control tending to that end, the majority declare. One "wholesome love scene" is excepted.

The minority, on the other hand, held, 'The film contains nothing lewd or lustful,' It would require a prujent imagination to find anything unchaste or indecent,'

#### Guild's Combo Ball

Hollywood, March 22. Hollywood, March 22.
Three top picture studio guilds,
Actors, Writers and Directors, will
stage their annual ball April 21 at
ambassador's Cocoanut Grove, John
Grey is chairman of the arrangements committee, which includes
James Cagney, Chester Morris, Frank
Capra, Lewis Milestone and Charles
Beschett

Hollywood, March 22.

First steps to combat plan of the producers to slash compensation of all studio workers, including actors, writers and other creative artists, will be taken tomorrow (Wednesday), when tops call mass meeting of Screen Writers Guild to discuss the situation. Scr.bebers who claim they have been dropped from payroll and later offered jobs back in same st dio at less pay will be given in opportunity to air their views from the floor.

floor.

The Screen Directors Guild and other-studio crafts will be asked to aid the campaign to fight pay cuts if reports of a producer campaign are verified by the writers. Following huddle of writers, a general report of wage situation will be laid before Studio Unemployment Conference at general reports. Studio Unemployment Conference at general mass meeting scheduled for Carpenters Hall Thursday (24), Jack Holen, president of Molion Picture Painters Local 644 and chairman of the Unemployment Conference, will preside at session. Hollywood and downtown merchants and women's auxiliaries have been invited to at-

auxiliaries have been invited to attend session.

Delegates will be present from the SDG, SWG, sludio painters, carpenters, film editors, laborers, etc. Preliminary report will be read on survey now being made on employment struction and living costs.

Screen Actors Guild, which is conducting its own unemployment survey, will not participate in the Unemployment Conference. Kenneth Thomson, executive secretary of SAG, said employment problems of the actors were so complex it was deemed advisable for the actors to handle their own situation.

No Wage Slash Expected

No Ware Slash Expected.
The producers are not expected to press for a general wage slash less the various crafts ask to reopen present basic wage agreements on April 1 with the idea of demanding wage tills. Majority of technical crafts have already indicated, however, they will not oppose any move by studio executives to postpone annual producer-labor conferences, usually held on April 1, until later in the year. No Ware Slash Expected

usually held on April 1, uhtil later in the year.

Studio painters do not have to talk contract until May I but are willing to set date back unless employment situation has materially improved by that time. The carpenters are still hopeful of getting the 10% tilt which they missed when other crafts were raised in 1936, but leaders do not believe the time is conparting to press. lieve the time is opportune to press

lieve the time is opportune to press for wage increases.

Sereen Actors Guild, which is not a member of the Stidlo basic agreement, will ask to reopen its contract on April 1, but will confine negotiations to working conditions.

Producers, in discussing wage conditions, said present scales were fixed at a time when box office receipts were on fire and employment was at a new high, with demand for skilled workers exceeding the supply. They

a new high, with demand for skilled workers exceeding the supply. They said it was only natural that in any new negotiations the studios would ask to have these scules adjusted downward to meet present conditions.

One producer pointed out that in a recent production the pay of top cast players and the director called for \$600,000. With many of A p: tures grossing little more than this, he said compensation of workers would have to be pruned to take e. of the situation. He said such move was in line with other industries the cast which have announced payculs.

#### Merger Plans Off

Actors, Writers and Directors, will stage their annual ball April 21 at Ambassador's Coccanut Grove John Grey is chairman of the arrangements committee, which includes James Capra, Chester Morris, Fraib Capra, Lewis Milestone and Charles Brackett.

Herbic Kray and his orchertra will provide the music, with Edgar Bergen and Charles McCarthy, topping the talent lineup.

Merger Plas Off
Any Dlan to merge the Series of Any Dlan to deep the Series of the Series of Writers Guild will be blasted this week when the Guild adopts even be a which require seribbles to be "member of granization. By-laws been submitted to the Authors' the talent lineup.

(Continued on page 23)

## Not Much to Cheer About in L. A., 'Golden West' \$30,000 Standout; 'Love Again \$11,000; H. O.'s Fare Well

Los Angeles, March 22.

Another one of those spotty weeks with newscomers and holders. Another one of those sportly week, which newscomers and holdowers with newscomers and holdowers with newscomers and holdowers with the second state of the Goldon West, which headed for smash \$30,000 at the day, and the day, and the law of the Goldon West, which headed for smash \$30,000 at the day, and the word with the word with the second chinese. Another newcomer, I Met My Lowe Again, failed to elicit any excitement at the Paramount, where it barely got by.

Of the holdowers, Gold Is Where You Find II' is showing good strength on the second stanza, while. Mad About Music is playing to okay returns at its day-dalers.

In Old Chicago' is currently in the final week of its two-a-day run at the Pour Star, while Walt Disney's Snow White and Seven Dwarfs is continuing indefinitely at the Carthay Circle.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Carthay Circle (Fox) (1,518;55-831,10-1,65)—Snow White and the
Seven Dwarfs (RKO) (13th week).
Decision of Metro not to roadshow
Test Pilot' paves the way for indefinite stay of 'Snow White' which
after grossing almost \$8,100 on 12th
stampa looks healthy for some weeks
to come.

stanza looks healthy for some weeks to come.

Chinese (Grauman-Fox) (2,024; 30-40-55-75)—The Girl of the Golden West' (MG) and Walking Down Broadway' (20th) dual. Top trade-here currently and sweet \$13,000 looks like answer. Last week 'Sally, Irene and Mary' (20th) and 'Dangerous to Know (Par), after good opening sagged heavily for poor \$9,200.

Downtewn (WB) (1,800; 30-40-55-65)—Gold Is Where You Find It (WB) (2d week) and 'Women Are Like That' (WB) dual. Changing of lower bracket film is helping trade-down bracket film is helping trade-down bracket film is helping trade-down the control of the con

\$12,000, far exceeding expectations. Four Star. (Fox) 1900: 55-83-110-1659—In Old Chicago (20th) (10th week). Folds next Sunday (27) after run of 10 weeks and three days. Ninth week still in profit margin, with \$2,900 in the till.

Hollyweed Wb) (2,756; 30-40-55-65)—Gold is Where You Find It! (WB) (2nd week) and Women Are Like That (WB) dual. Trade holding up on second stanza of top picture and will be about \$8,700, okay. First week hit smart \$10,700, plenty good.

good, Grand (Bdwy.) (2,280; 25-30-35-10)—Danger Patrol' (RkO) and The Invisible Menace (WB) dual and vaudeville. Looks 'like average, 17,800 on current week with nothing startling on tap to prove a lure. Last week 'Adventure's End' (U) and Swing Your Lady' (WB), satisfacory \$5,500.

Towns Your Lady (WB), satistactory \$7,500.

Pantages (Pan) (2,812; 30-40-55)—
Mad About Music' (U) (2d week)
and 'She's Got Everything' (RKO)
dual. Second stanza doing right well
and finishes with good \$9,500, following initial week of smash \$13,000.
Uolds third week.
Parameunt (Partmar) (3,595; 3040-55)—I' Met My Love Again' (UA)
and stage show. Second brutal week
in a row, which means next few atfinished around \$1,1000, bothy ronffiable. Last week (five days) 'Romance in Dark' (Par), very poor
\$7,200.

RKO (2,872; 30-40-55)—'Mad Abnuti

itable. Last week (five days) 'Romance in Dark' (Par), very, poor
\$7,200.

RKO (2.872: 30-40-55)—Mad About
Music' (U) (2d week) and 'She's Got
Everything' (RKO). dual. Aided by
preview will hit satisfactory \$8,700
on second stanza, holding third. First
week brought excellent \$12,800.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

\$1.40.

#### 'Murder' Nifty \$5,800, 'B'cast' \$5,500, P't'ld, Ore.

De Cast. 50,50Up, F. Lift, OTC.

To Portland, Ore, March 22.

Tom, Sawyer, went into a second week at Parker; Broadway for good pickings. Mad About Music, completed section week in the UA air process of the Cast of the Mayfair for a third stawn. Odd feature about this litter pic, as that it builds up on the grapevine

exploitation and closes stronger than it opens.
Terrific winner is 'Snow White,' which eased into a third week at the Orpheum still good for better than average after two smashing semaines.

Estimates for This Week

Broadway (Parker) (2,000; 30-55)

—Tom Sawyer' (UA) and The Black
Doll' (U) (2d week). Going strong
for \$5,000. First week proved a good
winner with \$6,000.

winner with \$6,000.

Mayfair (Parker-Evergreen) (1, 500; 30.55)—Mad 'About Music' (U) and 'Arsene Lupin, Returns' (M-G (3d week). Getting good \$2,800 after two big weeks at the UA. Last week: Wide Open Faces' (WB) and 'Born to the West' (Par) closed for average \$2,000.

\$2,000.

Orpheum (Hamrick - Evergreen) (2,000; 30-55)—Snow White' (RKO) (3d week). Still mopping up in great style, \$6,000. Second week connected for big \$7,200. with first week topping \$10,000.

topping \$10,000.

Paramount (Hamrick-Evergreen);
(3,000; 30-55)—Big Broadcast of 1938;
(Far) and Little Miss Roughneck\*
(Col.) Good-enough \$5,500. Last
week. Bringing Uo-Baby;
(RKO);
and Penrod and His Brother\* (WB);
closed a big second week for \$4,000.

Riveil (Indie) (1,200: 15-40)—
Trapped by G-Men' (Col) and 'Sez
O'Reilly' (GB) and vaude. Answering for okay \$2,700. Last week, Particulation of the color of the colo

\$2,300.

United Artists (Parker) (1,000; 30-55)—Slight Case of Murder (WB) and Spy Ring (U). Doing nicely for \$5,800. Last week, Mad About Music (U) and 'Arsene Lupin Returns' (M-6) closed a second week almost as strong as its first for \$5,500.

## PITT ON SKIDS: 'MURDER' \$18,000

Pittsburgh, March 22.

Depresh is finally getting around to Pittsburgh after giving it the goby for a couple of months. Biz falling off, sharply everywhere, dropping as annuch as 25% within the last are Mad About Music and Snow White. Deanna Durbin flicker is pulling the Fullon back into the coin again. Although the gross is considerably below starlet's last take, it is still good enough to snatch a ho. Watt Disney pic, moving to the Warner after a big fortnight at Penn, has plenty of stuff left. Big Broadcast, at the Penn is one of the seasons, major disappointments, and won't even go the full week.

Estimates for This Week Pittsburgh, March 22

Estimates for This Week Alvin (Harris) (2,000; 25-35-50)— Sally, Irene and Mary (20th). May manage around \$8,500. Last week 'Start Cheering' (Cof), considerably

#### First Runs on Broadway

Capitol—Girl of the Golden West' (MGM), (Reviewed in Variety, March 16) Criterion—Tipoff Girls' (Par)

(Reviewed in Vanisty, March 16)
(Criterion—Tipoff Girls' Par)
(25).
(Reviewed in Current Vanisty)
Globe — Radio Cily Revels
(RKO) (2d-wk).
Musle Hall — Fools for
Senndal' (WB).
Paramount—Bluebeard's
Eighth Wille' Par) (23).
Rialio—Crime of Dr. Hallet'
(U) (23).
(Reviewed in Vanisty, March 16)
Rivoll—Romance in the Dark
(Par) (2d wk.).
(Reviewed in Vanisty, Feb. 16)
Roxy — Rebecca of Sunny-brook Farm (20th) (25).
(Reviewed in Vanisty, March 29)
Strand — Over the Wall
(WB) (26)
(Reviewed in Vanisty, March 16)
Astor—The Call' (Best) (28).
Capitol—Cirl of Golden West'
(MGM) (2d wk).
Musle Hall—Divorce of Lady
X (UA).
(Reviewed in Vanisty, Jan. 19)
\*\*Aramount of Callet' (Girls' (UA)
\*\*Callet' Girls' (UA)
\*\*Callet' Girls' (UA)
(30)

(30). (Reviewed in Vaniery, March 2) Rexy — Rebecca of Sunny-brook Farm. (20th) (2d wk). Strand — Women Are Like That' (WB) (2).

overestimated, winding up on the short end of \$5,000. Fules, (Shea-Hyde) (1,75); 25-40).—Mad About Music' (U). Raves for this one and, knocking-out a neat profit for house, although below take of. Durbin's last; present clip: indicates \$8,500 at least, making second week a certainty and third altogether, likely. Last stanza, Black Doll' (U) and 'Outside of Paradise' (Rep.) the doghouse at under \$3,000.

Doll' (U) and 'Outside of Parause. (Rep.) the dogliouse at under \$3,000 the dogliouse at under the season's major catastrophies, not nuch chance of getting more than \$4,000 the 30x days, going out one dayshor of regulation week to make way for Girl of Golden West' (MRC) Last week; second of 'Snow White' (RKO) fine at \$19,000, after \$35,000 opener.

Rita Gets Her Cail
Hollywood, March 22.
Rita Oehmen, former vaude dancer, who has been appearing at the
L.A. Biltmore Bowl, will make her
camera debut opposite George
O'Brien in RKO's Gun Law,' how
before the cameras.
David Howard is directing.

# Frisco Spotty; 'Old Chi' Wow 30G, 'Merrily Live' \$14,000, 'Murder' 10G

San Francisco, March 22. 'In Old Chicago' is doing terrific biz at the Paramount in its first popprice date the country. 'Slight Case of Murder' also cleaning up at the Fox, and 'Mad About Music' is pulling nice grosses at the Orpheum.
'Snow White' is still a strong holdover at the Golden Gate.

over at the Golden Gate.

Estimates for This Week
Embassy (Cohen) (1512, 35-575)
—Goldwyn Follies (UA) (2d weck).
Will do fair \$5,000, Last week, \$8,000.
Fox (F-WC) (5,000; 35-55-75).
Slight Case of, Murder (WB) (2d
weck). After an indifferent start,
pullure took hold, and second week
After an indifferent start,
pullure took hold, and second week
\$16,000; good \$1,0000. Last week
\$16,000; good \$1,0000. Last week
\$16,000; good \$1,000. Last week
looks set for great \$21,000. Last week
and vaudeville. Best holdover business in the history of the house
looks set for great \$21,000. Last week
did knockout \$26,500.

Orpheum (F&M) (2,400; 35-55-75)
—Mad About Musice (U), and Midnight Intrader (U) (3d week). Get
ling terrife word-of-nouth publicity
which will give picture a good \$7,500.

Last week biz took sudden spurt to \$9,500. Paramount (F.WC)

\$85,00 Paramount (F-WC) (2.740 35-55, 75)—In Old Chicago' (20th). Test run at popular prices; one of the few pictures at this house to go it alone; engagement looks, set for three weeks, with first week't take expected to reach scorching \$30,000. Last week, Romance the Dark' (Par) and "Arsene Lupin Returns' (M-G) ' (nine days) nosedived to \$30,000.

\$9.000

\$4. Francis (F.WC) (1.470; 35-55-75)—Sally, Irene and Mary (20th) and Checkers' (20th) (3d week), will deep into the red, going below \$5.000. Last week (3d) 'Gold Is Where You Find It' (WB) and 'Love on a Budget' (20th) also dipped below \$5.000.

on a Budget (20th) also dipped betow \$5000.

United Artists (Cohen) (1200; 3;
5-75)—Goldwyn Follies (UA) (24
week). Considering general downward trend in biz, will have to be
satisfied with \$8,500. Last week \$11,500. under expectations.

Warfield (F-WC) (2,680; 35-55-75)
—Mprilly We Live (M-G) and
Blondes at Work (WB). Hasn't
enough ho, snek to give it better
from \$1,000, ho, snek to give it bette

## Everything'-Bands Blah 8G, Mpls.; Durbin \$8,500, 'Snow White' \$7,500

#### Romance'-Vaude \$10,000, 'Sawyer' \$7,500, Indpls.

"Sawyer" \$7,500, Indpls.
Grosses show signs of rallying slightly here above figures of recent with the stage show signs of recent with the stage show signs of the stage is doing enough to put the force of the top of the list of recovering patients. 'Adventures of Tom. Sawyer' getting along nicely enough to promise a healthy gross for Loew's this week. Vauddlm Lyric, with Walking Down Broadway' and Minevitch's Harmonica Rascals topping the stage bill, is showing a mild improvement and Mad About Music is litting the Indiana out of its recent decline.

Estimates for This Week.
Apolio (Katz-Doile) (1,100; 25-30.

Estimates for This Week
Apolio (Katz-Dolle) (I,100: 25-3040) Estimates White (IRKO) Brought
Apolio (Katz-Dolle) (IRKO) Brought
Apolio (IRKO) Brought
Apolio (IRKO) Brought
Apolio (IRKO) Brought
Apolio (IRKO) Brough
Apolio (IRKO)
Apolio (IR

was so-so at \$8,500.

Indians (Katz-Dolle) (3,100; 25-30-40)—Mad About Music' (U) and Black Doll' (U). Figures are only moderate at \$5,200. Last week Bringing Up. Baby' (RKO) and Dione short film, bad at \$4,000; 25-30-40)—Leew's (Leew's) (2,400; 25-30-40)—Sort film and Start cheering 100). Former pic given extra impetus by recentivist of Tommy Kelly and Ann Gillis, its featured players; gross in prospect is \$7,500 okay. Last week Merrily We Live' (MG) and 'Arresene Lupin Returns' (MG); moderate \$6,250.

Lyric (Olson) (2,000; 25-30-40)—

\$8.250.
Lyrte (Olson) (2,000; 25-30-40).
Walking Down Broadway (20th) and vaude. Minevitch's harmonica act on stage billed over the picture: take-will-be \$8,000,mild. Last week Penrod and Twin Brother (WB) and Louis Armstrong band on stage opened bullishly and then took a bad nosedive to wind up in carmine at \$7,400.

# Carbon of Show White (Carbon of Shalley (WB) (3,600; 23-40-60) and Clyde McCoy-Hal LeRoy on stage; Sinking with the rest of 'em:, and Clyde McCoy-Hal LeRoy on stage; Sinking with the rest of 'em:, and Clyde McCoy-Hal LeRoy on stage; Sinking with the rest of 'em:, and Clyde McCoy-Halley (WB) and Jimmie Lunceford lightly better, around \$18,000. Last week (Gold Is Where (WB) (25-25-50)— Smarth (WB) (2500) 25-25-50)— Smarth (WB) (2500) 25-25-50)— Smarth (WB) (2500) 360, Hub; alleast \$10,000. Last week (She's Got Everything (RKO) and 'Bulldog Drummond's Revenge (Par) a pleasant surprise at \$5,800.

Biston March 22.
Combination of Sunlybrook Farm' on the screen and Bill Robinson in person at the Keith Memorial is shooting a head this week to a big lead, although 'Yank at Oxford,' on dual bill at the Orph and State, will tally a pleasing gross.

Snow White was held for a sixth week at the Keith-Boston on a last-week at the Keith-Boston on a last-to-be hoding up betier than cornelations. Final week, with Milt Britiston band on stage, is a mining to equal the fifth week take.

Rest-of the town is dull, notably the Met, where Love, Honor and Behave' and 'Dangerous to Know' are a bad \$6,600 on five days.

Estimates for This Week

Behave' and Dangerous to Know are a bad \$5,600 on five days.

Estimates for This Week

Boston. (RKO). (3,212: 35-50-65)—
Snow White (RKO). (61h week) and stage show, featuring Mill. Britton and the stage show of the stage show starring Bill stage show starring Bill Robinson. Sockero; looks like \$36,000. Last week Bringing Up Baby (RKO) and stage show the stage sta

RKO and stage show hit hefty \$25,000 Metropolitan (M&P) (4,267; 26,385,005) Metropolitan (M&P) (

Minneapolis, March 22.

Business is terrible here, with few signs of box-office vitality. Snow White, in its third week, is okay, while Mad About Music' like-wise not up to expectations. With white mot up to expectations. With the side of the sid

Century (Publix-Singer) (1.600: 25-35-55)—Mad About Music' (U), Crix raved, but biz not up to expectations; \$8,500 indicated. Last week 'Of Hu-man Hearts' (M-G), bad \$2,800.

raved, but biz not up to expectations; 88,500 indicated Last week 'Of Human Hearts' (M-G), bad \$2,800.

Minnesota (Publis: Singer) (4,200: 25-35-55) — Baroness and Butler' (20th.) Dying a horrible box-office-death; theatre plugged 'The River' (Par); short, on same bill, buf that-too, is failing to bring 'em in; on-five days a pathetic \$4,300; goes ont today (Tuesday). Goldwyn Follies.' replacing: Last week 'Yank in Oxford' (M-G), \$6,500, poor.

Orpheum (Publix-Singer) (2,800: 35-40-55)—'She's. Got Everything' (MKG), \$6,500, poor.

Orpheum (Publix-Singer) (2,800: 35-40-55)—'She's. Got Everything' (MKG), \$6,500, poor.

Orpheum (Publix-Singer) (2,800: 35-40-55)—'She's. Got Everything' (MKG), \$6,500, poor.

Orpheum (Publix-Singer) (2,300; 25-50)—She's. Got Everything' (DKG) (2d. week) \$12,000 very big after stupendous \$18,000 first week.

State (Publix-Singer) (2,300; 25-55)—Show White' (KKO) (3d. week) 18,000 first week.

State (Publix-Singer) (2,300; 25-55)—Show White' (KKO) (3d. week). Headed for okay \$7,500.

Time (Barger) (290: 15-25—Something to Sing About' (GN). First male of the state of t

#### Durkee's Balto Post

Balto Post

Baltimore, March 22,
Frank H. Durkee, head of chain of
21 theatres here bearing his name,
was appointed by Mayor Howard W.
Jackson to presidency of local Park
Board,
Job calls

Board,
Job calls for supervision of all
public parks and was formerly held
by the late Ned Hanlon, manager of
the famous old Orioles which included John McGraw, Hughey Jenmings, Willie Kecler, Wilbert Robbison and other famous ball players.

week 'Mannequin' (MG) and 'Penitentury' (Col), double, smished through with \$22,000.

\*\*Parament (M&P) (1.797; 25-35-40-36], a remained Mary' (2001) (201-36], a remained Mary' (2001) (201-36], a remained Mary' (201-36), a remained Mary'

# Kay Kyser with 'Sally, Irene' Sock \$37,000, 'Golden West' \$17,000, Both Chi's Outstanders; Disney 31G 3rd

doing excellent biz, the weak ones falling on their face.

Hopping the burg is the Chicago, where the Kay Kyser orchestra is jamming em in on their personal theatre appearance. An established

janming em in on their personal theatre appearance. An established name through long radio build-up, Kyser is drawing mobs and getting territ word of mouth. Comboed with a strong picture, 'Sally, Irene and Mary', the house is headed for a whacking gross and is heads over hything else in the town.

With 'Girl of the Golden West' at the UA; Jeannette MacDonald-Nelson Eddy again indicate box office magnetism.

Estimates for This Week
Apollo (B&X) (1,100; 35-55-55-75)
Merrit We Low (MGC), Mondad Artists and headed for oke \$6,000. Picture getting fine word-of-mouth and figured to build, with best biz expected in nabes, following same surve as did. Topper, which did top trade in home districts on tonsif build-up, Last week 'Yank at Oxford' (MG), managed so-so \$5,000.

Romance in Dark' (Par) fair enough at \$3,100 to Dark' (Par) fair enough at \$3,100 to 900. 35-45-55-75)—Case of Minder' (WB). Figures for all right \$5,000. Last week 'Tovarich' (WB) ditto.

Oriental (B&K) (3,200; 35-55-75)—First 100 Years' (MG) and vaude. Pieture rushed in on Saturday (19). prejace. Dangerous 10. Know-Par), which was yanked after one-brutal day taking less than \$2,00 on 19, 10,000 poor, on its six days. Last week 'Case of Aurder' (WB) gathered \$19,000, satisfactory.

Falace (RKO) (2,500; 35-55-65-75)—Snow White' (RKO) and vaude (3rd week). Still a heavy winner, better than \$31,000 currently, a pace that house has never seen before. Still turning 'em away at certain performances and doing seven botation: Jan Week (2nd) with mighty \$34,000 km week (2nd) with mighty \$34,000 km checked, 15,001; 35-45-55-75)—Rebecca' (2010) 'Clnd week).

\$34,000.

Roosevelt (B&K) (1,500; 35-45-55).

Robert Rebecca' (20th) (2nd week).

Holding to god \$5,000 currently following nice take of \$10,000 last week.

State-Lake (Jones) (2,700; 25-35-45-55).

Chan at Carlo' (20th) and vaude. Off during Lent but still all right with its nut at \$12,000. Last week.

Witness' (Col) took nice \$11,200.

week Witness (Cöl) took mee-\$11.200. United Artists (B&K-UA) (1.700; \$5.55-65-75)—Golden West (MG) Opened Saturday (19) and got away fast Looks for big \$17,000 here on, initial session, finest take house has had in long time. Last week 'Mer-rily We Live' (MG) managed okay \$10,800.

#### 'Follies' \$12,000, Best; 'Merrily' \$8,700, Denver

'Merrily' \$8,700, Denver

Denver, March 22.

'Goldwyn Follies,' at the Denver, is topping felies,' at the Rial was been steady all week, with two holdouts over the weekend enough to send the film to the Aladdin for a second week. Snow White' is excellent in its fifth week at the Rialto and goes to a sixth week in Denver first-runs, at the Ton Sawyer' is good at the Aladdin and moves to the Rialto for a fourth first-run week. Scandal Street and 'Bulldog Drummond' are surprises at the Denham, but will be pulled at the end of five days.

Estimates for This Week Aladdin (Fox) (1,40); 25-40—'Adventures of Tom Sawyer' (UA), after a week at each the Denver and Broadway. Very nice \$4,500 in sight Last week, 'Snow White' (RKO) in a fine \$4,500 in the second of the

#### **Key City Grosses**

(Based on 27 cities, 185 theatres).

Last week, 'Sally, Irene and Mary' (20th) did only fair at \$8,000.

Orpheems (RKO) (2,000; 25-35-40)

"Merrily We Live', (M-G) and 'Aresene Lupin Returns' (M-G) and 'Aresene Lupin Returns' (M-G) and 'Aresene Lupin Returns' (M-G) (M-G) and 'She (19-20) holdouts. Last week, 'Hawai (19-20) holdouts. Last week, 'Hawai (19-20) holdouts. Last week, 'Hawai and turned in \$11,000 on the week.

Paramount. (Fox) (2,096; 25-40)

Start Cheering' (Col.) and 'She Married an 'Artist' (Col.). Only 'fair \$3,000.

Last week, 'The Kid Comes Back (WB) and 'The Black Doll' (U) were good at \$3,000.

Risito (Fox) (878-25-40)—'Snow White' (RKO), after three weeks at the Orpheum and a week at the Aladdin. Mighty good \$3,000. Last week, 'Gold- Is Where You Find It' (WB), after a week at each the Denver, Aladdin and Broadway, and 'City, Girl' (20th), fair \$2,000.

## **'FOLLIES' \$14.000.** BABY SAME, **BALTO**

Baltimore, March 22, Slight upturn for biz over the week-end, after a bad spell of weath-er last week. Bringing Up Baby, at the combo Hipp, and Goldwin Fol-lies at Loew's Century, are leading the current parade with a slight edge in favor of the latter.

in favor of the latter.

Estimates for This Week
Auditorium (McLaughlin) (1,575;
15-25-40)—Snow White (RKO) (6th
week). Under rental to, Izzy Rappabort for continued rui astic record
from the continued rui astic record
lipp. Disney film was slated to wind
matters up, but sleady take to possible \$4,500 indicating indefinite run,
Last week profit at \$4,800 after pretrous four-week take of \$61,700.

Century (Loew's-UA) (3,000; 1525-35-40-55) — 'Goldwyn Follies'
(UA). Setting a steady pace to okay
\$14,000. Last week. First Hundred
Years' (MG) nice \$8,100.

Hippedreme (Rappaport) (2,205;

rears: (vit.) nice \$8,100.

Hippodrome (Rappaport) (2,205;
15-25-35-40-55-60) — Bringing Up
Baby (RKO) plus vaude, Clicking
off a merry: \$14,000. Last week
Radio City Revels' (RKO) tapered
down to \$11,200.

down to \$11,200.

Keiths' (Schanberger) (2,460; 15-25-35-40-55)—Boy of the Streets' (Mono) opens tomorrow (Wednes-day). Last week, third of 'Mad About Music' (U) off at \$3,800 after okay two weeks to \$18,400.

unay two weeks to \$16,400.

New (Mechanic) (1,558; 15:25-35-55)—Rebecca of Sunnybrook Farm, (20th). Getting good daytime play for possible olay \$5,500. Last week, second of Sally, Irene and Mary (20th) way off at \$2,300 after so-so first session to \$3,700.

first session to \$3,700. Stanley (WB) (3,250: 15-25-35-40-55)—Sight. Case of Murder' (WB) Mild \$8,500 indicated for week Las week, second of Big Broadcast (Parpoor at \$4,100 after fairish initial geto \$9,400.

#### Durbin, Shirley Each 10G. Buff.: 1st Best

Buffalo, March 22

fourth week in first runs, did a extended a move to take the 2500-2500, and rated a move to take the 2500-2500 and move to take the 2500-2500 and the other houses driving along pottily. Show White, which has st week. Adventures of Tom wyer (UA) was good at \$3,000, the street of the control of the co

ward end and dropped down to poor \$3500.

Century (Shea) (3,000; 25-35)—
Kid Comes Back (WB) and 'Invisible Menace' (WB). Showing improvement and looks set for better than good \$7,500. Last week 'Radio City Revels' (RKO) and 'Double Danger' (RKO) came in under estimated figures for fair \$6,300.

Great Lakes (Shea) (3,000; 35-55)—Still showing good matines strength and looks okay for about \$7,500. Last week, stayed ahead of everything else for fine \$14,300.

Hipp (Shea) (2,100; '30-50)—'Romance in Dark' (Par) and 'Scandal Street' (Par). Looks only \$5,000, mild. Last week 'Sally, Irene and Marry (20th) and Love on Budget (20th) and Change of Heart' (20th). Looks ond 'Show were first of the strength of the strengt

# Garland P.A.-Pic Okay 19G in Det., 'Music' Good 20G

Flock of holdovers are cutting the total take, but generally things aren't total take, but generally things aren't too bad in view of auto layoffs, Lent and the business slump. Judy Garland, doubling in 'Everybody Sing' and on stage at the Michigan, lifts that house out of several weeks' doldrums but no sock. 'Snow White continues profitably day-date at Madison and UA, with the probability that the film will pull out of UA this, Thursday (24) but stick for a third session at the Madison. 'Mad About Music,' aided by new stage show, sticks for second session at the Fox.

Estimates for This Week

About Milst, aided by new stage show, sticks for second session at the Pox.

Estimates for This Week
Adams (Balaban) (1,700; 30-40)—
Penitentiary' (Col) plus 'Love on Budget' (20th), dual Around normal \$4,300. Last week 'Sally, Irene and Mary' (20th) (20

bad \$11,500.

Palms-State (United Detroit) (3,900: 30-40-50)—Bringing Up Baby'
(RKO) (2d run) plus Buildog Drummond's Revenge (Par), dual. Looks
like about \$7,500, fair. Last week
Slight Case of Murder' (MG) (2d
run) and 'Life of Party' (RKO),
good \$9,500

Sign. Case of nurrer way. (2d arm) and Life of Party (RKO), good \$9,500. The Company of the Case of th

## Everybody Sing' \$17,000, 'Murder' \$16,500, B'klyn

Murder \$16,500, B'klyn

Brooklyn, March 22.
Loew's Metropolitan and Fabis Fox, and Paramount doing healthy biz this week, Met is showing Everybody Sing; while both Fabian houses are helding over, former Buccaneer, latter Silght Case of Murder.

Buccaneer, latter Silght Case of Murder.

Buccaneer, latter Silght Case of Murder.

Als stimates for This Week.

Als stimates for This Week in the State of Murder.

Als steek Baroness and the Butler.

Guth) and 'Change of Heart' (20th).

Fox (4.08): 25-40)—"Slight Case of Murder.' (WB) and 'Women in Prison' (Col). Dlus amateur night show yesterday (Monday). Good \$16,500.

Met. (3.618: 25-50)—Everybody. Slogi (M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Slafo). Last week, Week, Salby. In the Color of Murder.' (WB) (24-fun) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Weak, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Yank at Cyford, M-Q) and 'Black Doll.' (U.) Cke at \$17,000. Last week, Week,

## Spring Is Here So Broadway Takes A Cut: Deanna Best With \$43,000 2d Week. 'Jezebel' Mild 70G H.O.

#### **Broadway Grosses**

Estimated Total Gross
This Week \$242,400
(Based on 12 theatres)
Total Gross Same Week
Last Year \$270,300
(Based on 12 theatres)

Springlike weather, welcome to everyone but theatre operators, start-ed raising havoc Saturday (19) in many parts of the country. The biggest key of the nation is no exception. After a very rainy witter, business is being kicked around considerably. About the only theatre which has no complaint spite of everything is the Roxy, where 'Mad About Music' is doing exceptionally in its second week. It will get a possible \$43,000, and would go a nybrook Farm 'waiting to come in. The Music Hall will likely be short of \$70,000 on its holdover of 'Jezebel,' while the Par's second week of 'Big Broadcast' and the Cab Calloway band, ending last night, was held to \$28,000, a profit; but disappointing. The best of the new pictures is 'Merrily. We Live', but a round \$20,000 for the Cap it isn't much, and the Lark, which tails a poorish field of pictures at only about \$7,000 for the Dark, which tails a poorish field of pictures at only about \$7,000 for the Rivoil. However, holds four extra days on a second week. It'll be only one week for the Strand, where Love, Honor and Behave', looks no more than about \$1,000, hard to take.

Love, Honor and Behave', looks no more than about \$1,000, hard to take.

The Criterion is comparatively better than the majority of first runs with Bullong Drummond's Perillo, Clobe, also, is getting a better slow, and the state of the competitors with Radio City Revels. The musical, set in here, by RKO for two weeks, should get \$8,500 the first seven days. Start Cheering, at the Rialto, hurt by weather, along with others, fin-

# DURBIN \$15,000, 'SAWYER,' 16G, **CINCY**

Cinema trade by and large is not up. Best of the distribution of t

\$2.500.

Combo Shubert is having its second straight so week with 'Walk-ing Walking Down Broadway and 'Varieties of 1938,' with Dave Apollon. Mild returns at other ac screen parlors, which have holdover product.

on. Mild returns at other according to the control of the control

ished fairly but not encouragingly last night (Tues.) at \$7,200.
State gets a better break this week with 'Yank, at Oxford' and a stage bill topped by Paul Draper and York and King. Taking a licking last the proper proper state of the proper stat

(WB) and 'Baroness and Butter' (20th), each on 2d run, dualed, \$8,700, mild.

Paramount (3,664; 25-35-55-85-99)

"Big Broadcast' (Par) and Cab Calloway (2d-final week). Got \$42,000
on the first week, very good, but off
to \$28,000, fair though profitable, on holdove ending last night (Tues.). Calloway credited with much to the company of the stage policy here and the mainer in which bands are booked. New show today (Wed.) Bluebeards Eighth Wife (Par) and Guy Lombardo orchestra.

Radio City, Musie Hall (5,980; 40-60-48-99-\$1,65)—"Decebel" (WB) and stage show (2d-final week). Holdover a shaky proposition blu business held pretty well considering what first week's gross was, reviews hurting, and on final seven days maybe compound. Initial week was \$74,800. On the fortnight's run thus okay but by a nose. 'Fools for Scandal' (WB) opens tomorrow (Thurs.).

—Rialto-(759-25-40-55)—"Start-Cheering" (Col.) Ended week's run last night (Tues.) at \$7,200, fair enough, house bringing in Crime of Dr. Hallet (U) this morning (Wed.). Up ahead 'Ascne Lupin' (MG) did \$8,000.

nught (Tues.) at \$7.290, fair enough, house bringing in Crime of Dr. Hallet' (U) this morning (Wed.). Up ahead 'Arsene Lupin' (MG) did \$8.000.

Rivoll (2.992, 25-55-75-85-90)—'Romance in Dark (Par) was warden unsicacid to the street of the

# Philly In-'n'-Out; 'Golden West' 20G, Disney 19½G, 'Love, Honor' \$18,900

Philadelphia, March 22.
Marshalling, the parade this sesh is Gini of the Golden West, at the Boyd, with \$20,000. Jeanette MacDonald and Nelson Eddy, both localities, providing, strong draw despite and state of the Golden West, at the Boyd, with \$20,000. Jeanette MacDonald and Nelson Eddy, both localities, providing, strong draw despite and the Standard week at the Stanley and still pacing along for nifty \$19,500. Should be good for six laps.

Sad to behold is Tom Sawyer at the Aldine. Tinter just can't seem to click and must also meet the Disncy competish for the kid trade. Getting punkano \$7,600 for second week after \$8,900 in opener. Holdwor was strictly act, and the still seem to click and must also meet the Disncy competish for the kid trade. Getting punkano \$7,600 for second week after \$8,900 in opener. Holdwor was strictly act, and the still week and the strictly act and t

## 'SNOW WHITE' \$14,500, 'MURDER' 10G, SEATTLE

Seattle, March 22.

Mostly holdovers, However, Liberty changes, Nothing Sacred ending three weeks run, with final sagging of Show White Jetting major and the same of the same

standard with the stanger of the stanger of the standard of the stanger of the standard of the

same nim. \$1,000, marvelous; record at weight nolicy.

Shorty (JwH) (1,900; 21-27-42)—

Shorty (JwH) (1,900; 21-27-42)—

Shorty (JwH) (1,900; 30 fibe Married an Artist' (Coll) dual. Heading for moderate \$4,000. Last week Nathing Sacred (UA) (3d. week), single, \$3,400, fair.

Musica Box (Harrick-Evergreen) (1000; 32-37-42)—Erining UD Baby (1977) and Love on Judget (20th), dual (3d. week). Indicated good \$9,90. Last week, same films, \$3,800, big.

Orpheum (Hamrick - Evergreen)

(2,700, 32-37-42)—Slight Case of Murder (WB) and Tarzan's Revenge (20th), dual. Paced at \$10,000 for nine days, good. Last week Radio Revels' (RKO) and Midnight Inruder (U), dual, slow at \$3,400. 27 a loss of the state of the

#### 'BRINGING BABY' \$7,500, DURBIN, \$7,500, L'VILLE

Louisville, March 22, Sirongest pics of the current crop are Mad About Music, at the Strand, and Bringing Up Baby, at the Rialto, Maintaining a nice pace and will likely wind up as the town-topper, with competish on the light side.

#### Estimates for This Week

Esumates for This Week
Brown (Fourth Ave-Loew's) (1400; 15-30-40)—Tom Sawyer' (UA)
and T Met My Love Again' (UA) (2d
run) dual. Getting a fairish play at
\$2,100. Last week 'Big Broadcast'
(Par) and 'Scandal Street' (Par) (2d
run), fair \$2,100.

Kentinabe (California)

run), fair \$2,100.

Kestucky (Switow) (900; 15-20)—
Wells Fargo' (Par), 'split with
You're a Sweetheart' (U) and Every
Day's Holday (Par, dual. Initiating number process and Local late.
Tovarich' (WB) and Manhattan
Melodrama' (M-C), 'split with 'She
Married' an Artist' (Col), good
enough \$2,200.

enough \$2,300.

Leew's State (3,000; 15:30-40)—
Merrity We Live' (M-G) and Women in Prison' (Col), dual. Little likelihood of touching better than light
\$3,500. Last week, Tom Sawyer
(UA) and I Met My Love Again'
(UA), dual, helped by juve trade to
fine \$9,000.

Mary Andarasa.

IUA), dual, helped by juve trade to fine \$9,000.

Mary Anderson (Libson). (1,000; 15:30-40)—I Was a Spy' (GB) and He Couldn't Say No' (WB), dual, Indications are for light \$2,900. Last week. 'Love, Honor and Behave' (WB) and 'Daredevil Drivers' (WB), no better than so-so \$3,100.

Ohie (Settos) (900; 15)—'Internes, Can't Take Money' (Par) and 'Show Boat' (U), dual, split with 'Hotel Haywire' (Par) and 'Woman Chases Man' (UA), dual. Not much at \$1,-200. Last week 'Magnificent' Obsession' (U), and 'Girl Overboard' (U), split with 'Prince and Pauper' (WB), and 'Make Way for Tomorrow' (Par), fine \$1,600.

Riatto (Fourth Ave.) (3,000; 15:30-

Riatio (Fourth Ave.) (3,000: 15-30-40)—Bringing Up Baby' (RKO) and March of Time. Looks to cop satisfactory \$7,500. Last week 'Sally, Irene and Mary' (20)th and 'Walking Down Broadway' (20th), copping heavy trade at night shows, to wind up with okay \$7,200.

up with okay \$7,200.

Strand (Fourth Ave.) (1,400; 15-30-40)—Mad About Music' (U) and Midnight Intruder' (U). Best big, house has had this year; should cop \$7,000. Last week 'Romance in the Dark' (Par) and 'Dangerous to \$1,000 and Pangerous to \$1,000 and \$1,000 a

## 'Snow White' 4th Wk. 8G Still Tops Montreal

Montreal, March 22, Fourlh week of Snow White Still looks like topping the town, All other main stems have shown well Saturday and Sunday, but will likely fade during the week. All new shows except Palace.

shows except Palace.

Estimates for This Week

Palace (CT) (2,700; 50)—'Snow

White' (RKO) (4th week). Repeat
fans and children hold this pic up
and may gross good \$8,000, after
\$0,500 last week.

Case of Murder (WB) and 'Wine, Women and Horses' (WB). Looks like \$6,000, very good, Last week, 'Action for Slander' (UA) and 'Sez O'Reilly to McNab' (GB) only fair at \$4,000.

orpheum (Ind) (1.100; 50)—52nd Street' (UA) and Thief Meels Thief' (UA). Should gross betty \$4,000. Last; week, third ho, of 'Nothing Sacred' (UA) did well at \$3,000.

Sacred' (UA) did well at \$3,000.

Cinema de 'Paris (France-Film) (600) 50)—Sanson. Should make good \$2,500. despite Lemt, Last week, fourth ho. of 'Citadelle de Silence' fair at \$1,400.

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

Las Grande Illusion' and 'Ud \$4,500 Marseille'. Expect good \$4,500 Marseille'.

#### 'SNOW WHITE'S' 3 WKS. IS RECORD FOR OMAHA

Omaha, March 22.

Snow White running strong in its third consecutive week at the Brandeis and smashing practically every record; First week's \$11,000 far surpassed any previous week's gross, and second week's figure of \$7,500 topped, first week returns on "Mrandeis and also that on Little Women. Extender run on picture at the second of the second of

a bit.

Estimates for This Week
Brandels (Singer-RKO) (1,250, 1525-40)—Snow White' (RKO) (3d
week). Exceeding any previous run
here in both gro. and playing time;
\$4,500 this week still topping average. Added to first week's \$11,000
and last week's \$7,500 total remarkable.

and last week's \$7,500 total remarkable.

Avenue · Dundee · Military (Goldangle, Song 505) [0.25) —Three ace suburbans playing same programs. Wise Girl (RKO), Portia on Trial' (Rep) and Borneo' (20th-pox) triple bill first half week. Hollywood Hotel (FN) and Sophie Hollywood Hotel (FN) and Sophie Last week thes houses showed Percet Specimen' (FN) and Thorough-breds Don't Cry' (MG) first half of week; You're Sweetheart' (U) and 'Alcatraz' (FN) dualled second half, \$750, \$600, \$650 on these.

Omaha (Blank) (2.100; 10-25-40)—Yank at Oxford' (MG) and 'Scandal Street' (Par) double billed. Plenty of publicity both antionally and local breaking on Taylor; pie and at \$7,500. Last week 'Stella Dallas' (UA) and 'Sergeant Murphy' (WB) in twin harness drew fem trade to \$7,500, oke.

Orpheum (Blank) (2,976; 10-25-40)

\$7.500, ohe.

\$7

#### SHIRLEY \$12,000, PROV.; 'FIRST 100 YEARS' 10G

Providence, March. 22.

Nothing much to crow about except the ever popular Shirley Temple at the Majestic. 'Snow White' I have been continued by the Majestic of the ever popular shirley Temple at the Majestic. 'Snow White' in its sixth week at the Albea and again billed last week, is still good. Other stands are optimistic though spring weather, is beginning to hurt. Albeath of the Majestic of the Shirley of the Majestic of th

# Tommy Dorsey Swings Wash. to 20G; **'Sally' O.K. \$18,000, 'Follies' \$16,000**

'Dangerous to Know' (Par) and 'Outside of Paradise' (Par) looks like gloomy \$6,500. Last week, Romance in Dark' (Par) and 'Women in Prison' (Col) skidded to bad \$6,000.

## 'Sweetheart' Nice \$3,300; Lincoln Boosts Scales

Lincoln. March 22.

Inaugurating the price rise scheme of all the first-run J. H. Cooper houses and with an eight-day weck, the Lincoln is stepping out with Youre a Sweethear? (U). House has been gated at 20c.25c. but now 25c.25c. Orthouse, is next skedded to go 20c. house, is next skedded to go 20c. 25c., with the Stuart to quit the bargain balconies of two-bits for 40c. straight evenings. Action may influence the second runs since their bit went down sharply from the first of the year.

Estimates for This war 25c.

or the year.

Estimates for This Week

Kiva (Noble) (440; 10-15)—'Awful

Truth' (Col.) Back after a previous
long rim for fair biz, \$1,000, Last
week, 'Making the Headlines', (Col)
and 'Glaunorous, Night', (Rep.), slow,
\$500

long rum for fair biz, \$1.000. Last week, Making the Headlines' (Co) and Glainorous Night (Rep.) slow, \$300.

Liberty (Cooper) (1.200: 10-15)— Where the West Begins' (Mono) and Life Begins at College' (20th) split with Make value (FRO) and Night Club Scandal' (Par') split with 'Dinner at the Ritz' (20th), and 'Night Club Scandal' (Par') split with 'Dinner at the Ritz' (20th), and Slave Ship' (20th), good, \$1.050.

Lincoln (Cooper) (1.600; 10-15-25-5)— You're a Sweetheart' (U), yery fine, \$3.300. sighted. Last week, Every Day's a Holiday' (Par') went six days, a severe drop showing at the end; neited about \$2,800 on an extra week, 'After a 10-day miking in the big Stuart; sloughed off bady, \$4.1100.

Stuart Cooper) (1.350: 10-15-25-40)— (Par') and the big Stuart; sloughed off bady, \$4.1100.

Stuart Cooper) (1.350: 10-15-25-40)— (Par') and the big Stuart' (U), yery fine, \$3.300 sighted, Last week, 'Brow White' (RKO) (1.830; 25-50)— (Verbaum (Cooper) (1.350; 10-15-25-40)— (Par') and the proposition of the cooper (1.350; 10-15-25-40)— (Par') and the cooper (1.350; 1

Washington, March 22.

It's Tommy Dorsey's week, notonly via his rep with the adolescents, but thanks to a smart campaign. Doing his regular broadcast
from the stage during the show,
rounding up of amateurs for last two
shows nightly and returning after
last show one night to play for audience dancing on the stage. It's all
keeping him in the papers daily and
diving the youngsters swing; silv

reception that look live in oreage. Snow White, in its sixth week,
looks to stick through Holy Week,
leaving house record buried.

Estimates for This Week
Capitol (Loew) (3,424; 25-35-40,

Estimates for This Week
Capitol (Loew) (3,424; 25-35-40,

Columbia (Loew) (1883; 25-40)

Columbia (Loew) (2883; 35-55)

Met (WB) (1853; 25-40)

# **Inside Stuff—Pictures**

Hays office will be asked to take over another duty soon, that of acting as traffic cop for musical routines which are in the public domain. U in 'Mad About Music' and Metro in 'Gri of the Golden West' use identical scenes and props for introduction of classic numbers not relevant to either script, but good boxoffice. U has Deanna Durbin singing Schuberts' 'Ave Maria' surrounded by 'shot looked was in Switzerland and Metro has Jean-ette Macdonald singing Schubert's 'Ave Maria' surrounded by what looked like the same choir boys, but this time in California. Pictures had practically same release-date and made it look as if some-body were looking over somebody's shoulder. All insist its a coincidence but concede Haysites could help space these things.

Pressure brought to bear on the California legislature during its recent special session by amusement interests in the San Francisco bay region resulted in protective amendments being added to a bill that would have otherwise cost commercial entertainment enterprises in the area \$100,000 annually in lost receipts. Measure, as proposed, would have enabled the glorified cow palace, state's tax-free agricultural exhibit building in south San Francisco, to throw open its doors for various types of amusement, including skating midget anto races, weestling, bowing and other sporis. As finally passed, act prohibits the spot from enterting into competition with commercial entertainment of the type generally shown in theatres and public auditoriums.

While the newsreels are marking time in picking out a newsreel contact man to handle the New York World's Fair news coverage, field of aspirants is growing. Nearly every reel has a candidate or specific ideas on what man should handle the job. Latest men mentioned for post ve Dick Anderson, former newsreel man, now liked by one or two reels, and Frank Fox, former Paramount News contact man, also a favorite. Claude Collins, Sidney MacKean and Terry Turner, all identified with newsreel activity or picture companies, also have been mentioned. New position's salary will be paid by fair association as soon as newsreels get together on a suitable man.

While the success of four theatres in New York, two out-of-town houses and the plans for a Boston operation was outlined in the annual report made last week by Trans-Lux Corp, directors, danger of picking unsuitable sites also was referred to directly. This covered the Fulton street (Brooklyn) theatre which now has been turned into two stores and leased for the remainder of the time of the corporation's present lease. House was shuttered when business proved unprofitable. Trans-Lux six theatres were rated as operating the block.

and may gross good 38,000, atter \$8,000 last week.

Capitol (CT) (2,700; 50)—Bringing Up Baby (RKO) and 'Double Danger' (RKO). Should run the Palace close with possible gross of \$7,300, good. Last week. Big Broadcast of 1938 (Par) and Night Club (M-G) and Arsone Laupin (M-G) disappointing \$11,000.

Loew's (M T. Co.) (3,200; 50)—Brits Hundred Years (M-G) and Arsone Laupin (M-G) disappointing \$11,000.

Loew's (M T. Co.) (3,200; 50)—Majestic (Fay) 2,200; 25-35-50)—Majestic (Fay) 2,200; 25-35-50)—

Some Blondes are Danggrous' (Col) and "Be Couldn't Say No. (WB). Week's bright spot, with winning \$11,000.

Majestic (Fay) 2,200; 25-35-50)—

Rebecca of Sunnybrook Farm' (20th) and 'He Couldn't Say No. (WB). Week's bright spot, with winning \$12,000 in offine, Last week. Salls, Irene' (20th) and 'Uncertainty and 'He Couldn't Say No. (WB). Week's bright spot, with winning \$12,000 in offine, Last week. Salls, Irene' (20th) and 'Uncertainty and 'Uncertainty and 'He Couldn't Say No. (WB). Week's bright spot, with winning \$12,000 in offine, Last week. Salls, Irene' (20th) and 'Uncertainty and

## Several U.S. Amus. Companies File **Earnings**; Also GB and Hoyts Abroad

Profits of Eastman Kodak and subsidiaries in 1937 topped the preceding year by nearly \$3,500,000, with com mon shares earnings at \$9.76 per share, as against \$8.23 in the preced ing year. Profit, after taxes and charges, totaled \$22,347,346 the

year ended Dec. 25 last, according to statement issued last week. In 1936 the total was \$18,906,371. Corpora-

the total was \$18,906,371. Corpora-tion's net sales were \$136,114,376, against \$119,800,210 for the preceding year. Consolidated Film Industries de-clared 25c cash dividend on the pre-ferred stock last week, payable April 1 to stock on record March 25. Divyy was made because of accum-ulations on the prefreence issue. Even with this payment, there is ap-proximately \$4,50 due in arrears on these shares. proximately these shares.

#### Col.'s \$451,061 for Six Months

Col.s \$451,061 for Six Months
Though net profit picked up in the
three-month period ending Dec. 25,
1937, Columbia Pictures' net for six
months ending on that date was only
\$451,061 as compared with \$629,771
in the six months ending in December, 1936. Company report for three
months ending Dec. 25 last year revealed \$303,749 net profit after all
charges and provisions for federal
income and other taxes. This was
virtually double about \$148,000 reported for the preceding quarter.
Columbia Pictures' net was equivalent to 73c, per share in the three
months ending last, December and
about \$1 for the six months. Latter
figure compares with \$1,51, per share
for six-month period ended Dec. 26,
1936.

Report as of last December showed

1936.

Report as of last December showed the corporation to have approximately \$10,00,000 working capital. Earned surplu was \$4,64,061.

Columbia Pictures' gross income from rentals and sales of film and accessories totaled \$10,250,157 for the

accessores totacid \$10,250,157 for the six months ending December last year. Company reported that \$174,734 was paid out on the common shares and \$103,130 on \$2.75 preferred stock in dividends during this period.

#### Trans-Lux's Statements

Trans-Lux Corp. last week reported \$349,382 net profit for the year 1937 as compared with \$287,028 in 1936 and \$164,291 in 1935. Com-

in 1936 and \$164,291 in 1935. Company earnings were equivalent to 48½ per share. Dividends for year totalled 30c a share.

Trans-Lux Movie Ticker Corp. a subsidiary, reported \$429,912 profits for the year.

Trans-Lux Movies Corp., a whollyowned subsid, showed net profit of \$82,573 as against \$33,182 in preceding year, both before taxes. This is the corporation operating the chain of Trans-Lux theatres, holding 50% interest or being wholly owned houses.

nadian Trans-Lux Corp., Ltd. wholly-owned corporation handling film ticker installations in Canada, turned in net profit of \$70,542 as compared with \$43,665 in 1936.

#### GB Theatres' 2214%

London, March 16.

London, March 16.

For the second year in succession, the net profit of Provincial Cinematograph Theatres, circuit operating affiliate of Gaumont-British, tops. \$2,500,000, and for the 12th successive year the board offers a dividend on ordinary stock of 1.5%. For the first time, however, an additional 7½% is proposed as a bonus, making 22½% for full year.

Actual net was \$2,533.515, previous year's balance giving an available total of \$3,155,380. Taxation absorbs \$222,500. depreciation reserve almost \$500,000, these, with other allotments, bringing residue for distribution down to \$1,355,745.

lotments, bringing residue for dis tribution down to \$1,355,745.

equirements of ordinary divi-d are then deducted, together cena are then deducted, together with a sum for a proposed addi-tional dividend of 17% on cumu-lative participating preferred ordi-nary shares (making 9%% full), and balance to carry forward \$605,-749.

749. Balance sheet shows total assets exceeding \$41,062,000, of which free-hold and lessehold properties, with stocks and equipment, absorb \$245,585,000. Depreciation reserve currently stans at \$54,7000. Issued capital is approximately \$16,000,000, with mortgage stock and mortgages \$10,662,000.

P.C.T. and wholly owned sub-sidiaries operate 112 theatres, of

#### Chas. K. French, 78, Weds Character Actress, 62

Character Actress, 62

Hollywood, March 22.
Charles K. French, 78, who is celebrating his 60th anniversary in show business, was married here last Sunday (20) to Doris Herbert, 62, stage and screen character actress. Ceremony was followed by a dinner party at which they were hosted by the Troupers Club.
French came to Hollywood in 1906, organizing a film company which released its product under the Bison brand.

## Negro Policy For St. Loo Orph Brings Squawks to F.&M.

St. Louis, March 22.

Announcement that Fanchon & Marco was considering opening the Orpheim downtown as a colored house brought protests from Andrew Cella, v.p. of he Southern Real Estate & Flnaince Co., owner of the building, and from the Progress Council, an organization whose membership includes the Associated Retailers, Downtown Improvement Assn. and building owners. Cella declared if F&M carries out its plan his company would bring suit to enjoin the theatre for the purposes announced. Charles H. Diel, secretary of the Progress Council, said the body would meet during the current week to take up the matter. Harry C. Arthur Jr., of F&M, said he has received a number of pro-

he has received a number of pro-posals to sub-lease the house and the posals to sub-lease the house and the latest was from Raymond R. Palmer of the Pine St. Y. M. C. A: representing 12 Negro civic groups totaling 50,000 members. While there are half a dozen Negro nabe pic houses in town they are all small and since the Odeon was destroyed by fire several years ago the Negroes here have had no large assembly meeting place.

place.

F&M obtained possession of the Orpheum, which is located across the street from the Hotel Statler and in street from the Hotel Statler and in the midst of a hotel group, two years ago when it settled its difference with Warner Bros. in New York. Warners holds the original lease and sub-let the house to F&M, Warners being responsible for the rent if F&M doesn't pay.

which Tivoli, New Gallery and New Victoria are West End theatres, and form biggest unit in Gaumont-Brit-

#### Moss Empires \$873.150

Moss Empires 387,150
Moss Empires, operating mainly
variety theatres throughout U.K.,
returned \$973,150 profit in 1937, and
recommends payment of final ordinary dividend of 5%, making 10%
for the year, \$142,775 remains to
carry forward. Trading profit shows
increase exceeding \$30,000 on 1936
results.

Company is capitalized at \$6,700,-000, with mortgage debenture stock \$2,825,000. Total assets of \$12,533,-830 include \$10,407,865 for properties.

#### Hoyts Earnings

Hoyts Earnings
Sydney, March 8.
Hoyts declared a dividend of 3%
on preferred A stock and 2½% on
preferred B for the half-year ending Dec. 31, 1937. Currently, stock
prices and yields are reported as
follows: Preferred A, \$5.06 per share, 5.9%; preferred B, \$3.52 per share

13.1%. Like other managements, Hoyts was hard hit by the infantile parali-yess outbreak in Victoria, but to what extent will be unknown until a further blance sheet it prepared. However, the organization stands in a solid positio financially and leads all others. Charles Munro is distered.

di. all others. Charles Munro is diind rector.

Units, comprising Greater Union
show stock valuations as follows;
Amaigamated Pictures, \$1.50 a share;
eeindeed the state of the state

## Weeks Heads Mono Sales

George Weeks has joined Monogram Pictures as general sales manager. He succeeds Edward Golden, who has been upped to a vice-presidency, with headquarters in New York.

Weeks has been sales director in America for Gaumont-British for six

#### Washington, March 22.

W. Ray Johnston, head of Mono-gram, picked up 2,200 options for common stock in his company during January, the Securities and Exchange Commission disclosed this week. Gives him 91,254 bargain chances in addition to present holdings of 62,383 shares of common. No other transshares of common. No oth actions by film company reported.

Hollywood, March 22.

Leon Fromkess, Mono treasurer trained out for New York after a week of conferences with Emmett Miller, company's studio accountant Pair mapped budgets for future pro-duction.

# DUALS IN MPLS. **NSG AT THE B.O.**

Minneapolis has not been going for double features. Publix-Singer has been trying the policy of linking two pictures of B or lower classifications

pictures of 'B' or lower classifications in a pair of its loop houses for more than a year, and the box-office results have been unsatisfactory.

In consequence, the twin bills will be abandoned at the State, one of the two downtown houses that has been offering the bargain programs. Instead, single 'A' pictures will be shown, starting with 'Girl of the Golden West-for-a fortnight next month. 'Snow White' interrupting the dual program policy, is current.

Golden-West-for a fortnight next month. 'Snow White', interrupting the dual program policy, is current and will run another week.

For the present at least, however, the double features will be continued at the Aster, where the scale is 15c. to 5 p.m. and 25c. thereafter.

Despite the Publik action inaugurating the dual bills at the two loop houses, they have failed to invade the neighborhood and suburban districts. Independent exhibitors have the neighborhood and suburban districts. Independent exhibitors have kept a pact to remain aloof from them. The sole deviation is special Saturday midnight bargain shows, when two features are presented for the single admission.

Outside of the Twin Cities, however, there has been dulte a spread of dual billing during the past year, and in several spots admission evidence was it heads was admission evidence was it heads was admission.

and in several spots price war is being waged.

## PAR BOOKS 'BABY' PIC IN N.W.; 40% TERMS IRK

Minneapolis, March 22.
Minnesota Amuse. Co. (Par) for first time has booked an independent picture; Birth of a Baby, into all of its 'A' houses in Minnesota, the Dakotas and western Wisconsin. Deal was closed with Jack Skirbill, indie producer, after picture clicked in downtown Minneapolis for three weeks. St. Paul and uptown and suburban Minneapolis houses not included. In St. Paul loop picture opens at Benni Berger's (indie) World for indefinite run this week na 50-50 split. First Par dates will be in Rochester and Duluth this week. Par contract calls for sliding percentages.

week. Par contract calls for sliding percentages.

There's more gnashing of teeth among Twin City independent exhibitors because, on the heels of the Snow White 50% demands 40% is being asked for Baby. A 'strike' on against the Disney picture will be declared, too, against the Baby film, they assert. The Minneapolis and St. Paul indies declare they'll not buy either picture on such terms.

#### Jonesy Cast Renewed

Hollywood, March 22. Twentieth Century-Fox renewed all Jones Family contracts. Hitches given Jed Prouty, Spring Byington, Florence Roberts, Shirley Deane, Russell Glesson, Ken Howell, June Carlson, George Ernst and Billy Mahan.

Next picture, Safety in Numbers, is tenth in the series.

# Judge Bok Scores Pa. Censors For Their 'Inexcusable Neglect' In Reversing Russian Film's Ban-

#### Colonial Pictures Sued For \$2,283 Unpaid Wages

Hollywood, March 22. Colonial Pictures has been sued for

\$2,283 on 32 salary claims.

One attachment suit is based on unpaid wages for production of Maximillian and Carlotta at the Talisman studio.

## Balto Exhibs End 15-Month Ad Rate Feud with Sunpapers

Baltimore, March 22.

Peace was declared this week in the 15-month differences between local de luxe exhibs and the Sun-papers over advertising rates and policy. Rebelling at an increase of 10c per line in the Eve'g Sun as well as the Sunday Sun and the Sunday American; film men-banded together; to restrict their daily advertising lineage to 14 lines and Sunday lineage to 15 lines. Newspapers followed by cutting down on publicity and art. Eve Sun cutting out altogether mention and reviews of Loew's Century, although continuing brief notice of others.

Holding a solid transference for the sun cutting out although continuing brief notice of others.

tion and reviews of Loew's Century, although continuing brief notice of others.

Holding a solid front for some time, with the exception of Morris Mechanic whose New Theatre was given some 'preferred treatment, exhibs, were successful in keeping out all national lineage from the Sunpapers throwing it, all to the opposition News-Post, which maintains a liberal editorial policy with respect to publicity and tie-ups.

Armistice—which\_awas\_negotiated, this week, climaxed lengthly negotiations over a long period. Althoughtheatre men and newspapers loath to comment on agreements made, understanding is that rates remain as raised with some opening up by Sunpapers previous conservative policy toward theatre publicity and a promised placement of national copy on the page opposite the regular theatrical page instead of general r.o.p. formerly the custom.

During period of disagreement with

formerly the custom,
During period of disagreement with
curtailment of paid and free lineage
general, theatre men claimed no visible effect on b.o. Nabes cashed in
on setup, with occasional splurges,
but general loss to newspapers in
revenue, particularly national,
reached considerable figure.

#### Ted O'Shea's Free Feed

A lunch was given yesterday (Tues.) at the Hotel Astor, New York to E. K. (Ted.) O'Shea, ap-pointed eastern district manager for Metro Jan. 1. Since that appointment was made O'Shea was also given a farewall

Since that appointment was made, O'Shea was also given a farewell dinner in Buffalo, where he had been branch manager for M-G for many years. The Independent Theatre Owners Assn., headed by Harry Brandt, sponsored the N. Y. luncheon far him.

Various industry men were able to make the O'Shea luncheon yesterday as well as have time to catch the testimonial anniversary feed to Ned Depinet in Dallas Saturday (26).

#### 'Slightly' a Remake

Hollywood, March 22.
Fernand Gravet draws the top spot in 'Slightly Married', which Mervyn LeRoy will make for Metro. It's a remake of 'Private Lives.'

#### Pivar Moves to Rep

Hollywood, March 22. Ben Pivar, former Grand National producer, has moved over to Repub e in a similar capacity. First picture not yet assigned,

#### 'MOTO' MOVES ON

MOTO MOVES ON

Hollywood, March 22.

Already delayed for 10 days due to illness of Peter Lorre, The Mysterious Mr. Moto was finally put into production sans its name character. Norman Foster directing, with Mary McGuire, Henry Wilcoxon and Harold Huber, heading the supporting cast.

Lorre, bedded following the extraction of two teeth, expects to join the troupe within a week.

Sonja's Lead

Richard Greene, 20th-Fox English import, will play opposite Sonja lish import, will play oppos

#### Philadelphia, March 22,

ban on 11 of the 1,899 pix it viewed last year has brought down on it combined wrath of the State's liberals, was reversed by the courts last. Thursday for the second time in four months. Such overturns of the Board's authority were heretofore unheard of.

Decision by Judge Curtis Bok last week in ordering approval of Amiento's Baltic Deputy' was one of the most bilstering and caustic ever directed at a public board from the bench here. Judge Bok called the three members of the censor board incompletent, and prejudiced' and incompetent and prejudiced and charged them with abusing their discretionary powers. His broad opinion declared all film censorship

opinion declared all film censorship un-American.
Judge Louis E. Levinthal last November reversed the Board's ban on Spain in Flames, basing his action on contention that pic was a news-reel and nixing it by the censors would be tampering with free speech and press.
Board consists of Mrs. A. Mitchell Palmer, wife of the wartine U. S. attorney-general; Mrs. Hester Fye and Patrick Duffy. They turned Deputy down last year and an appeal was immediately taken by Amkino to Common Pfeas court. Testifying before Judge Bok on her reasons for refusing approval to the film, Mrs. Palmer declared, The film contains the most magnificent acting. I've ever seen, but I don't like Communism.' Duffy and Mrs. Fye said pic 'incites people to de-Fye said pic incites people to destroy government.

stroy government.

The censors failed, Judge Bok said, to state their reasons for disapproval as is required by the act. To supply this inexcusable neglect. they were put on the witness stand. Their testimony showed a lack of intelligence, basis of judgment or any conception of the true nature of censorship. According to the censors, a revolution by the Communists is objectionable, whereas a revolution against Communist as the control of munists is objectionable, whereas a revolution against Communists would not be; a bitter attack against government in Russia is immoral, but one in France is not immoral because they are different countries. It is difficult to decide a law on stuff and nonsense like this."

#### Anti-American

Anti-American
Judge declared turther, 'Censorship, by law or flat, is not an American concept. Neither is it an accepted. American principle. It is contrary to the American ideal of the contrary to the American ideal of Though conceding the State's power includes safeguarding of public decency, Judge Bod denied the right of censorship in the "field of controversial questions, except in time of grave emergency. This is not such a time, he said.

We are convinced that the American people recent censorship only a

can people resent censorship only a little less than they resent Com-munism, which, incidentally,

munism, which incidentally, censorship plays a very lively part, the decision continued.

Frejudice can wear the mask of Priciple and we might at least feel a ring of sincerity in the censors, position if they also sought to ban some of the emanations from Holly wood—pathos that burns with the slow fire of decay, adventure that makes potential criminals of children, false values that fan the Communistic impulse far more than the hard vigor of an agitator. These things in our opinion are more subversive than the picture we have before us. Hollywood can be subtler

versive than the picture we have before us. Hollywood can be subtler than Moscow.

Judge Bok multi-millionaire, He the son of Edward Bok, famed editor of the Ladies Home Journal for many years, and grandson of Cyrus H. K. Curtis, founder of Curtis Publishing. He spent several years in Russi working on a collectivist farm.

## Aussie Quota Regulations Await Final Word on British Measure

Sydney, March 22.
Official deadline for American distributors to outline their intentions under the recently enacted New South Wales quota comes up next week (31), though most of the companies have compiled with the quest to indicate before March 15 what they will do.
Exact stipulations from U. S. companies are not expected to be vealed until the content of Great Britain's quota law is known. But those in touch with developments believe a majority of American distribs. will take or two Australian-made features from local producers.

Eight major companies distributing in this state thus would automatically underwrite 50% to 65% of production for eight to 14 features annually, and independent U. S. firms possibly would go for three or four

Only as a last resort would Amer-Only as a last resort would American 'production-distribution companies go into Australia and produce on their own. They know how many headaches are attached to the business of 'producing any sort' of pictures. They would prefer permitting somebody else do the producing and then take a percentage of the features made for distribution in the U. S., Great Britain or other foreign countries.

countries.

Widely admitted here that the distributors, including American companies, got off lightly on the present quota. What local representatives or U. S. distributors hope is that their New York offices will realize this and that the amount of cooperation extended by American distributors on the new quota law will determine whether future quota legislation is to be harsh or along current lines.

Distributors in N. Y. are hopeful that the ban against including dothat the ban against including do-minion-produced pictures in the Great Britain quota bill will be elim-thated. If films produced in Canada and Australia can be picked up by American companies for distribution and counted as quota pictures in England, this would reduce the outlay for any quota product required in New South Wales.

in New South Wales.

Thus a feature purchased of an Australian company, after being made in New South Wales, would figure in the Aussie state's quota and also could be used as a quota credit film in Great Britain.

## Rock Studios Report Lists \$653,740 Assets, \$688,060 Liabilities

London, March 16.
Liabilities totaling \$680,000, against book assets valued a \$553,740, were evealed in a statement of the affairs f Rock Studios, Etd., at a meeting of creditors. Listed assets included approximately approxima productions at \$264,160, equipment at \$121,115, and investments at \$177,175, though realizable value of these was

though realizable value of these was not indicated.
Kodak, Ltd., stated whatever decision the creditors made, they would continue with an action for compulsory liquidation. At an earlier meeting of contributors a motion for voluntary liquidation was passed.
Creditors of Soskin Productions also appointed a liquidator of its inflairs, a statement of the situation showing a deficiency of \$144,855, with no hope of dividend for tributors or creditors. Company, it was stated, made one picture, Two's Company, which cost \$250,000, B. & D. contributing \$107,000. If showed a loss of \$87,500, and subsequent pictures made by subsidiaries, Ten-Minute Alibi' and While Parents Sleep, also ftopped.

#### French Legion Awards

Paris, March 12.
Artists and writers of all categories were awarded the red ribbon for their work in the recent promotions and appointments to the Logion of Honor. Francois Porche, theatre director, and Marguerite Long were made commanders. Rosettes were given to Gaston Baty, Paul Geraldy, Charles Burguet, president of film authors' association; Pierre Monteux and Fernand Bustide, orchestra directors.

## 'Dwarfs' Royal Screening: Brings Robbery, Death

London, March 11.
Print of Snow White and the Seven Divarts' has been requested by King George for a private showing in Buckingham Palace for himself and family. Command was made through the Federation of British Indiustries, which procures regular supply of picture entertainment for the royal household.

Outstanding drawing power of the film was indicated by the fact it drew thieves to the New Gallery in Regent St. certain of a haul. Before quitting, they ransacked five safes and decamped with almost \$5,000.

New Gallery appears to have a fine of the sudience collapsing and dying, supposedly from hysteries during playing of the Disney feature. London, March 11.

## **CLAY HAKE SET** AS 20TH REP IN AUSSIE

Sydney, March 22. Clay Hake, who came here to take over as Aussie chief for 20th-Fox after Stanley Crick resigned, is ex-

after Stanley Crick resigned, is expected to remain as manager for Australia and New Zealand. It had previously been announced that his job was only temporary affair until another executive-could-be-found-to-fill spot left vacant by Crick.

Resignation of Crick had been expected for some time. Recalled that he resigned as chairman of Hoyts board last year, but there was further desire to remove the impression that Hoyts and 20th-Fox were so closely connected. Change now leaves Charles Munro, chairman of Hoyts, as the dominating figure in this picture.

Further move to make politicians

Hoyts, as the dominating figure in this picture.

Putther move to make politicians believe that, Hoyts and 20th-Fox are not closely connected is seen in the reported intention of Hoyts to seek membership in the Motion Picture Exhibitors' Assn. as: a matter of policy. Organization is made up largely of independent exhibs. Certain Australi political leaders, however, feel certain that 20th-Fox controls. He Munro outfit. With Fox a major concern in U. S., alignment of Hoyts in the indie exhibitors' organization probably would cause plenty of reverberations. Might even cause asquawk from Greater Union.

Sam Snider, now in U. S., is looking over conditions both in that country and in Canada. He is linked with Hoyts through his Snider-Dean tieup with National Theatres. A. J. Bezant, president of Motion Picture Exhibitors' Assn. also is planning to make a trip to America in the near future.

## Bavaria Film Co. Reorgs: To Produce and Release

Berlin, March 14.

After being forced to shut down about a year ago, the film producing company, Bavari , has been given a new lease on life. Under the heading of Bavaria Filmitunst, it is starting out with capital of \$600,000 which derives in all probability from the same source which bought out Tobis Filmkunst three months back. In addition to producing pictures at its own extensive Geiselgastelg studios near Munich, which will also be rented out to other firms, Bavaria will 'do its own releasing. Program plans for the initial year include six

will do its own releasing. Program plans for the initial year include six

films.
Business execs are Pritz Klotzsch,
Erich Walter Herbell and Glustav
Berloger. Just as at Tobis and Ufa.
Bavania is also to have a board of
artistic advisers which will consist
of Otto Falckenberg and Fritz
Fischer, both Munich stage directors,
the actor-playwright Hans. Schweikart, the actor Alexander Golling
and Miss. Troost, wife of the late
Junich architect.

#### Zeiss-Ikon Reports \$602,000 Profit for '37

Berlin, March 14.

Net profit of \$602,000 for the year ending September 30, 1937, enables 26iss-Ikon A.G., Dresden, to pay on its \$6,000,000 capital a 7% dividend as against 6% of the preceding year. Business shot up 29% (20% in the year before) while increase of expenditures kept about the same level.

Export developed noticeably, especially that of high-class cameras, and picture projectors as well as sound equipments also brought a large turnover. Decidedly on the up are the narrow gauge film cameras

and reproduction apparatus.

Company's outlook continues to be extremely favorable.

## MAXWELL WILL **IGNORE QUOTA**

London, March 16.
Regardless of the Quota Act. Associated British will produce 20 to 25 pictures at Elstree, according to John Maxwell, president of the firm. Statement was made in reply to a question of the possible effect of quota legislation.

In substantiation of his announcemen, Maxwell revealed the first 12 titles on the annual schedule, with the names of some of the players and directors under contract to participate. Program, so far ascertained, will have mainly domestic appeal only, though Maxwell is dickering with having at least one film in color.

with having at least one film in color.

Titles are: Lovers Knot, comedy romance; Yes, Madam, musical comedy; Yellow Sands, Eden Philipott's hick comedy; Coffee for One, comedy; Coffee for One, comedy; Oto the Blue, musical spectacle; Marigold, period comedy romance; The Card, Arnold Bennett yarn; Black Eyes, social drama; Black Euges, Sallor comedy; Luck of the Navy, comedy; another Bulldog Drummond thriller; Cross Your Fingers, farce. "Lovers Knot' is due off the floor, with Jean Muir and Diana Churchill topping the cast. Jean Muir is also assigned to 'Marigold,' which Hards hallow assigned to 'Marigold,' which Hards Hallor Less, Madam,' which Barbara Blair leads. Frances Day is down for star part in 'Out of the Blue."

Herbert Brenon and Paul Stein are among directors retained, and John Lodge is held to a starring contract. Production schedule aims at never less than three pictures simultaneously in work.

#### **GOV'T COMMITTEE ASKS** FRENCH PIC REFORMS

Paris, March 14,
Latest device of the French government to get into the hair of American film interests is the appointment of the committee of production. Committee is charged with the duty of finding out, if possible, why French production is no higher than it is and recommending what can be done to better the situation.
Committee has just made a supplementary report to the government stressing the urgent need of legislation for the aid of the film industry. Pointing out that in 1936 there were 448 films shown in France and of these only 116 were French, the committee urged the government to pass measures coordinat the distributing services upon which the cinema depends. It also submitted several data for forms in the organization of production companies in the industry.

#### Wilcox Retagged Twice

Wilcox Retagged Twice

London, March 16.

Although the original contract between British Lion Films and Herbert Wilcox was to do two Gordon Harker pictures, as soon as rushes of Blondes for Danger, the first Gordon Harker picture, were seen by Som Smith, head of BLF, the director was immediately signed for two more. These are Return of the Frog. also to star Gordon Harker, and Nippy, for which Ida Lupino comes from U. S. for title role.

There is a deal on for two of Tom Walls pictures to be released through BLF, Hitherto, Walls films were released by Charles Woolf.

## Jap Gov't Still Mum on Imports; M-G Gets 2 Past Customs, Censors

## London Stage Asks Tax Cut: Boost More Likely

London, March 15. Delegation representing profes-ional stage, amateur societies, labor Delegation representing professional stage, amateur societies, labor unions and other allied organizations has a date with the Chancellor of the Exchequer, Sir John Simon, when it will plead for further remission of entertainment fax on shows in which living artists predominate. Speakers. Jill claim that a small concession of this type already granted has stimulated flesh shows and further cuts would put the legit theatre back on its feet.

With the European flare-up and announcements of more for armaments for Great Britain it's a foregone conclusion they haven't a chance. Probability is seen in the entertainment world that the tax may be further increased on Budget Day, April 26.

Day, April 26.

# 2 GROUPS YEN TO CENSOR **NEWSREELS**

London, March 15, New efforts to obtain censorship of motion pictures, particularly of newsreels, are revealed in statenents issued simultaneously reports of County Conneils Assn. and Public Morality Council. Both refer to overtures to British Board of Film Censors relative to censorship of newsreels, which the Board does not touch, emphasizing desire for control of what is shown as news

on screens.

County Councils Assn. has succeeded in obtaining strong representation on the Censorship Consultative Committee, which links trade-controlled B.B.F.C. with the government's Home Office and anticipates it may bring pressure through its representatives. C.C.A. is a powerful body representative of the major municipal authorities throughout England, and is thus the central

major municipal authorities throughout England, and is thus the contral
organization of local government.
Morality Council, a self-appointed
morals-protector organization with
a strong social pull, was also on the
same tack when it interviewed Lord
Tyrrell, president of B.B.F.C., with a
demand he should control horrific or
stark incidents in newsreels. Lord
Tyrrel was able to satisfy the deputation the present system, whereby
newsreel concerns are piedged to exercise restraint in contents of their
reels, works satisfactorily.

## RKO'S 1ST FRENCH PIC **ALMOST DONE: 5 MORE**

Paris March 12

RKO is winding up work on its production first film venture France. Pic, entitled Prisonnier du Ciel' ('Prisoner of the Sky'), is being directed by Rene Sti with story by Jean-Michle Renaitour, president of the Chamber Cinema Commission.

the Chamber Cinema Commission.

RKO created the International Film Corp., with capital at present rating of \$15,600. for the production Plans now call for six films a year, with Rene Sit as European production manager and Jean Levy Haussmann named general manager of the company.

Ple now in production will star Eric you Strobism with a cast intuining Colette Dargeuil, Bernard Lancret, Gilbert Gil, Tommy Bourdelle and Devere. Story centers around aviators who are overlooked although their feats of bravery are frequently greater, than those of international heroes. Dialogues were done by Fernand Crommelynck.

Next film scheduled by IFC 5 'De Minuit a l'Aubé' ('From Midnight to Dawn') and will be directed by Robert Weine. Screenplay is by Georges Kayser.

Tokyo, March 4. Meeting held Tuesday (1) between Hisaji Kubo, Jap attorney, and the full membership of the American Motion Picture Assn., failed to develop anything interesting to the American distribs, mainly due to the fact that Kubo wasn't ready with his case. He promises that by next Tuesday (8) he'll be ready to talk

turkey.

Although Kubo is taking his time Although Kubo is taking his time in laying his proposal before the American distribs, it isn't expected that in its final form if will be very much different than the plan submitted to the biggies of the industry, when Kubo visited New York in January. Foreign distribs can't see why the government doesn't come out in the open with reference to Kübo's connection with the Finance office, if there is connection.

Finance office, if there is connection.

Lack of confirmation of Kubo's capacity is leading some distribs to believe that he is toying with the whole proposition in the hope of selling the American distribs something that can in turn be sold to the Finance Ministry. Whole atmosphere, however, seems to point to no dice as far as the American distribs are concerned.

Suffs Face Cub

#### Staffs Face Cut

Staffs Face Cus

Present ban expires March 31 and while the Finance office hasn't made any announcement, distribs expect a new decree continuing it for another three months. Two or three of the distribs are optimistically expecting the Finance office to loosen up with a few import permits in April, but close study of available dope indicates otherwise. In the first place, the trade balance continues to be red, although considerably less so than this time last year. Second there, still seems to be enough product in the vaults to carry through until June, although this is denied in some quarters. A. A. Daff, currently chairman of AMPA, here, expressed the opinion that there will be no easing up of the situath for some time and that matters are more than likely to become worse rather than better.

One thing is certain; if the ban is not lifted by June 1. 2ll distrib ore

rather than better.

One thing is certain; if the ban is not lifted by June 1, all distrib orgs will be cut to the quick and may even bring about some immediate closures. Strangely enough, the exhibs don't seem to be as steamed up over the condition of, things right now as they were several months ago.

ago.

Opinion seems to be gaining ground in some quarters that the Americans would do well immediately to withdraw all offices and all product from the field, before being forced to do so by more adverse conditions. It is maintained that such action would almost at once force the government to take more lenient attitude on the proposition.

#### M-G Imports Two

Metro has apparently stolen a march on the Finance Ministry by bringing in two subjects, Bride Wore Red' and Double Wedding, without going through the procedure without going through the procedure of securing an import permit. Most mystifying part of the whole thing is that when the picts were offered to the censor they were given the once-over and passed. Where the prints are now is also a mystery. Some say they have been temporarily impounded by the authorities, while others say that Metro has them.

Although it is generally assumed here that Metro has hurdled the first here that Metro has hurdled the first barrier of getting prints by customs, other distribs don't seem to be anxious to follow, suit. Good hunch would be that Metro has been selected to do this a trial horse and if the company makes it stick everybody will be happy again. Possible loophole used was item in the import decree which permits importation of certain articles valued at less than 1,000 ven (approximately \$300). It would be a simple matter for the ho, to invoice print to bring it within the above category.

to bring it within the acceptory.

While it is generally conceded that.
Metho probably is entirely within the word of the import regulations, certain indie distribs say that it isn't fair for one distrib to pursue a course which may stir up the wrath of the authorities and thereby put them all in the doghouse, Major distribs all seem to be skeptical of the outcome:

# U. S. Distribs in Buenos Aires May Unite for Trade Protection mounts foreign department, is now headed for Argenting on his business

Buenos Aires, March 15. U. S. film companies in this coun try may finally get together in order to have their rights protected during the commercial treaty negotiations now pending between the U.S. and Argentina. This time, the problem is not the custom house duties, but monetary trouble. Both questions are connected with each other.

Argentina has two kinds of pesos official pesos and free ones. Official rate is 16 pesos to the pound, that is to say: the Argentine Central Bank sells foreign exchange at the rate of 18 pesos to importers from such countries which have a trade agree-ment with Argentina. So far such an agreement does not exist with the U.S.

U.S. Nevertheless, Argentina agreed to grant to some U.S. Importers of 'VItal' goods import-permits and off-ficial' exchange. Rest of them, inctuding film importers, had to buy dollars when bringing their goods through the Argentine custom house, at the official rate, plus 20%, meaning 19-20 pesos to the pound. Thus, Ur.S. pictures have always been in disadvantage against European imports.

However, Argentine people gen-erally prefer American films and don't care so much for either Eng-lish slow-moving, highbrow stuff, nor Itsh slow-moving highbrow stuff, nor German blood and soil romance, nor French hypothesis of adultery. Furthermore, official values of pictures; are still, rather low-about 10 pesos (\$2.70) per kilo-and official exchange with the 20% surcharge has to be bought only for the amount of the official value. Finally, commercial treaty-negotiations, now well under way in Washington, will lead to a complete abolishment of the 20% surcharge for all American imports and will bring U. S. pic importers on the same level as Europeans.

#### Also Royalties

Another and more difficult prok

Another and more difficult problem has, however, made itself Telt since Jan. 29. Royalties, besides of the payment when the picture is imported, have been paid in dollars which had to be bought at the free market. Up to Jan. 29, the free peso fate was about 17 pesos to the pound. 325 pesos for \$100. Since that day, the Argentine Central Bank has withdrawn its support from the free market (the official market remaining unaltered), and the free pesos rate has consequently fallen to 3:0 pesos presently. At the same rate, importers have now to cover such dollar-amounts which hitherto could be had for 19:20 pesos for the dollar. Certain European countries could,

be had for 19.20 pesos for the pound (about 3.75 pesos for the dollar).

Certain European countries could, invertheless, secure foreign exchange at the official rate of 16 pesos to the pound even for the transfer of profits and interests, due out of foreign investments in Argentina, Argentina importers of U. S. pictures should be entitled to the same privilege, it is felt: Bureau of Foreign and Domestic Commerce, the State Department and the U. S. Chamber of Commerce will be urged, both directly from the Argentine branches of the U. S. major film companies and indirectly from the Hays Organization in Washington, in a collective step, to bring this matter up during the Washington-Buenos Aires trade negotiations. As the amount involved comparatively small, Argentine authorities might be willing, to make concessions, which would be of ulmost importance for ing to make concessions, which would be of utmost importance for U. S. film companies' business in

Argentina.

Meanwhile, financial advisers in close contact with the Argentine government have advised all importers to open their files and to publish figures regarding import duties, taxes and wages they paying in this country, doing their part in making Argentina the leading nation in Latin America.

Argentina.

## Les Arliss Back to Eng.

Hollywood, March 22.
Leslie Arliss, English playwright,
is returning home after doing the
screenplay of 'Angel Making Music'
for Goldwyn.

On his London arrival ne goes on the screenplay of his original, Rob Roy, for Gaumont.

#### Swedish-American Pic A Record Danish Flop

Copenhagen, March 12 Swedish picture about Swedish-American inventor John Ericson be-American Inventor John Ericson be-came the biggest flop the long-run cinema Kino-Palaeet has had for many years. Picture, made by Svensk Film-Industri, with Victor Sjostrom in the title role, had the Danish title Seirherren fra Hamp-ton Roads' (The Victor from Hamp-ton Roads' Ericht Parallel State (1988)

ton Roads! (The Victor from Hamp-ton Roads!). Ran only four days, Notices were neither good nor bad. Kino-Palaeet: seldom plays any picture less than month and last year, set a new Danish record for long runs with Danish comedy "Mille, Marie og mig," which played for four months. for four months.

## SEEK SEPARATE TREATY WITH **CZECHS**

Special state department negotia-tor, recently in Paris, is now on his way to Prague where he will attempt to negotiate separate pact with way to Prague where he will attempt to negotiate separate pact with Czechoslovakia for the American film industry. In the trade treaty recently concluded in Washington between the two countries no agreement was reached on motion pictures as commodity. This is the reason for the present effort to obtain a working agreement comparable with other-trade-pacts.

Failure to get together thus far in Czechoslovakia on any trade pact is because American distributors have balked strenuously at paying a new registration fee of \$700 on each picture distributed. That country.

each picture distributed. that country.
While film distribution is profitable in that country currently, picture company representatives consider this fee as being entirely out of line with returns from Czechoslovakia and as not founded on any service or particular benefit accruing to picture companies.
On the other hand, the Czech government officials are credited with being strongly in favor of the \$700

eriment officials are credited with being strongly in favor of the \$700 fee, rating it as easy source of added income. American officials do int object to paying a fee because many foreign nations require it now, but they consider the amount per picture excessive.

#### FRENCH TO REQUIRE NON-FLAM FILM SOON

Washington, March 22

Washington, March 22.

Stiff regulations involving the reduction of the fire hazard in motion picture theatres is being studied, by the French Ministry of the Interior, Report from the American Commercial Attache, at Paris, advised the U. S. Department of Commerce that French authorities probably will require the use of nonflammable accetate film for the ends of motion picture reels, starting May 1. Study has revealed that the majority of active the time when a new reel is wound on, or when it is finished.

Progress of the new law in France on non-flam stock is being watched closely by the film business not only because of additional expense to dis-

because of additional expense to dis-tributors but also because it night be the forerunner of further legal complications that count, la-dustry hopes to sguideth the plan. Proposal stipulates that the first Is feet at the start and at the finish of each reel must be acclude stock. While this averages only about one-quarter of a cent per foot, it means that it would cost about \$25.60 ad-ditional per feature to distribute in France. This figures to run up to around \$1.280 sxira for each com-pany anually, plus any expense in-volved attaching non-flam leads and trilers to every reel. Added expense is particularly hard to bear in France.

#### John W. Hicks in Chile: To Argentine, London

John W. Hicks, Jr., head of Para and inspection tour of South America, Last word from him was in Santiago, Chile, where he was Sunday (20).

Hicks is due in London after his return to U. S. early in May.

# Bernstein Out As M-G Austria Rep: Nazı Move

Vienna, March 22, Felix Bernstein, sales manager for

Metro in Austria, has been removed from his post, with his successor so far not set. Not known, but it is presumed that the shift was made besunieu that the shift was made be-cause of change in Austrian political setup. Anticipated that Metro will name a new sales other who is ceptable to Nazi-dominated govern-mental body.

mental body.

Bernstein is scheduled to be shifted to some other country.

Understanding in New York this week was that the Berlin censorship tactics would be extended to Austria and that all prevailing conditions independent of the menty acquired Nazi country. Expect usual number of anti-Semite moves directed against the picture business.

Change for Metro is expected to be followed by dem-

Change for Metro is expected to be followed by demands for shifts of other companies counted on to re-main in Austria, Paramount and 20th-Fox.

## Gale Okayed by CEA; Had Quit Screen Pools

London, March 16, Expected rumpus over the re-election of Arthur J. Gale as treasurer of the Cinematograph Exhibitors Assn. failed to occur. Gale announced he

failed to occur. Gale announced he had resigned from Screen Pools as long ago as last January.

Whether he went into an outside business or not was his own concern and no business of the CEA or anyone else, he declared. Added, that as far as the association was concerned his policy was and would be of service to the independent exhibs. Gale stated he went into Screen Pools, thinking it was a commercial proposition, but it only took him three weeks to find out his mistake. He had made suggestions to the board how the concern could be put on a better basis, but these were not adopted and he resigned. He had made no public statement before, having no desire to jeopardize the interests of other backers by adverse publicity, he said.

## **Changes by House of Lords** On British Quota Sends **Bill to Commons for Revise**

#### Peace on the Rhine

Paris, March 18.

International Federation of Old Combattants, the Legion of the Thousand and the National Federation of Orafted and Volunteer Soldiers are lending their patronage to the next film to be made by Jean Choux, Paix sur le Rhin (Peace on the Rhine!). Story is taken from Jean Claude's Friede am Rhein! Scenario was done by Emile Fieg and A. C. Brun:
Cast includes Dila Parlo, Prancoise Rosay, John Loder, Vanni-Marcoux, Georges Peclet and Jim Gerald.

## **NOT ENFORCING** 25% FRENCH TAX

Paris, March 15.

For the second consecutive time, application of the recently passed 25% tax law has been postponed. Both French and foreign film interests now believe the statute may never be enforced.

Tacked as a rider on the finance bill last January and passed almost overnight by the Chamber, the measure calls for an increase of 25% in laxes-for-cinema-h-uses-grossing-over \$6.400 a month and not offering stage shows or employing orchestrus; Also specifies a similar percentage tax reduction for houses; carrying either stage shows or a house band.

At the time of passage it was slated to become effective Feb. 1, but a change in the government and a stiff threat by syndicates that they would close all houses affected caused a postponement unit. March 1. With the March 1 deadline come and gone and no sign of trying to enforce the measure, however, show-

and gone and no sign of trying to enforce the measure, however, show-men are beginning to feel that the whole matter has passed the danger

#### Brazil Lifts 'Gun' Ban

Brazil Lifts 'Gun' Ban
Rio de Jáneino, March 12.
Lacking a censorial oliay for three
months MG's 'They Gave Him a Gun'
was finally released after all antimilitary sequences were scisored
out. Board of Censors charged that
the unedited film would have damyened juvenile patriotic ardor and
might have also damaged neighborly
relations with a friendly power.
"Road Back' (U) seems to be permanently barried,

London, March 22. House of Lords has made so many changes the new quota measure during the past two weeks that bill now must go back to House of Commons for approval or rejection of new amendments. It begins to look as though the branch of Parliament with the final say on the proposed new quota act or one having greatest influence with the government actually will determine several of the most vital issues.

One of these is the three-for-quota credit clause (which would allow U. S. distributors three credits for each expensive production). This was passed up by the Commoners, but added by the Lords. Another is the ban dominion production for inclusion in British quota law credit. inclusion in Britist quota law credit. House al. Commons tacked this and U. S. interests are hopeful that the more conservative ruling body will eliminate it. Third and, of course, most vital portion of the bill concerns distributor feature picture percentages. Lords boosted it, from 15% to 20%; where it probably will remain unles enough pressure is extend to set this body to reconsider. remain unics enough pressure is ex-erted to get this body to reconsider. House of Lords in past week also raised distributor shorts quota from 10% to 15% and exhibitors' shorts quota from 71% to 12½%. Vote Thursday

Quota bill now is in its third read-ing before the Lords, with a vote by that body likely Thursday (24). Then it goes to the Commons. If there is too much tossing of the measure between the two houses of Parliament it is feared here by American representatives that the new quota law will be a makeshift proposition with many of objectionable features left.

in.
One thing is virtually certain. That One thing is virtually certain. That is that Parliament will pass some sort of a new quote setup within the next week, since the old quote law expires on March 31. To impartial U. S. observers here it looks as though the combination of labor interests and exhibitors will dominate wordage of new statute.

Attempt to adjust previous increases in quote for features failed in the Monday (21), session of the House of Lords. Bill goes to the House of Commons Monday (28), with royal assent expected by March 30.

30. Both distributors and exhibitors Both distributors and exhibitors still hope the government will restore the original percentages both for features and shorts and have made desperate appeals to Oliver Stanley. Exhibs claim that the present schedules will cause hundreds of defaults and say, that withdrawal of 5% relief proposed for current year will cause a flood of quickies to be forced on them.

Belief of some U. S. distributors here that Washington used them as pawn to offset demands for other American industries in proposed Anglo-American agreement. But English statesmen contend that Brillish film production purely a domestic affair.

**Animal Cruelty Issue** 

# British Censor Raises

Over 'Goldwyn Folies' London, March 15.

London, March 15.

Application of Animal Films Act, passed last year, for first time caused a newspaper rumpus when 'Goldwyn Follies' was press shown. It was discovered that the British Film Cencors had cut a section from Ritz Brothers' sequence in which hundreds of cats are used. Censor claim was that cruelty was involved in persuading the cats to do their stuff.

Stimulated by newspaper comment, United Artists protested and cabled the Coast for exoneration. Subsequently satisfied by affidivity from 'California' animal wellarebodic, okayed by the British Consul in Los Angeles, censors agreed to pass the cat sequence, and they went back into cast in time for the picture's premiere.

# **British Film Stars. Directors Test Co-Op Producing Methods**

London, March 15. British picture folk are becoming cooperative production and units are shooting on profit-

wided by the O'Bryen, Linnit and Dunffee agency with Robertson Have and Alfred Drayton co-starring Plan to shoot six pictures this

sold cooperative production and four units are shooting on profitsharing principles. First sign of the swingover was when Charles Laughton and producer the swingover was when Charles Laughton and Erich Pommer founded their Mayflower organization, now on its second picture, combination of player-director, and producer taking their rewards when the returns come in.

Next to adopt the system was the Pascal unit, which just started shooting on George Bernard Shaw's 'Pgo, mallon', in which Gabriel Pascal, producer; Leslie Howard, star and sco-director; Anthony Asquith, director, and other leading members take no salary but will each get a cut from the profits.

Third was Richard Norton's new Pinewood company, Pinebrook, Lids in which studio, story, stars, director and other personnel all supply their conformation for their own pictures. Jessie's G-B contract is finished and with services cuffo. Unit is making 'A spot of Bother,' story being pro-

# THE NEWS YOU'VE BEEN



DARRYL F. ZANUCK'S

# IS NOW AVAILABLE

# AN UNPRECEDENTED PRE-SELLING CAMPAIGN TIMED TO REACH ITS CLIMAX WHEN YOU PLAY IT!

We won't rehearse the nation-wide flood of great reviews in newspapers, trade papers, outstanding magazines, over the air...nor the editorials, page after page of news breaks, radio publicity and, above all, word-of-mouth nor the sweep and power of the production or the boxoffice appeal of its great cast...nor its 3-month run in New York and brilliant showings elsewhere! All that is familiar to everyone in show business!

But, in addition to that, 20th is launching the most intensive and widespread campaign in newspapers and magazines with which it ever backed a picture!

<u>In 164 newspapers</u> with a total circulation of 14,724,794 will appear the assistant advertising campaign. giant ads tied directly in with key-city theatres' popular-price runs.

THE FIRST TWO POPULAR-PRICE

# ITING TO HEAR

SUPREME ACHIEVEMENT

# FOR YOUR THEATRE

In the national magazine campaign, 20th has scheduled full-page ads, in color, in Life, Collier's, Look, Woman's Home Companion and 14 leading fan magazines with a total reader coverage of more than 53,816,226 timed to break with "In Old Chicago's" people national release!

Through these extra campaigns, plus the prestige and fanfare which accompanied its road showings .... 20TH CENTURY-FOX INSURES YOU THE GREATEST READY-MADE AUDIENCE FOR ANY PICTURE IN YEARS!

"In Old Chicago" has proven its greatness! » But be sure you let it prove its greatness for you! \* Give it preferential dates! » Give it maximum play time! » Get behind it with showmanship just as if no one had ever heard of "In Old Chicago" before! \* In that way you will be sure to get the most out of it!

# STOP PRESS FLASH!

SAN FRANCISCO

ALL OPENING DAY RECORDS AT THE PARAMOUNT, INCLUDING HOLIDAYS, SMASHED IN FIRST POPULAR-PRICE ENGAGEMENT!

DALLAS\_

BIGGEST OPENING DAYS OF ALL 20th CENTURY-FOX HITS IN SEVERAL YEARS IN POPULAR-PRICE RUN AT MAJESTIC.

RUNS! JUST LOOK!

#### Bluebeard's 8th Wife

Bluebeard's 8th Wife

Faramount release of Ernst Lublisch
modifiction, Sarry Claudette Colbert and
modifiction Sarry Claudette Colbert and
modifiction Sarry Claudette Colbert and
modifiction Sarry Claudette Colbert and
Merc. Blizabeth Patterson, Herman Bing,
Tin-critch by First Lublisch, Recreanipa by
tagspa linewest and Billy Wilder: based
by the Blizabeth Colbert
man by tharling Andrews, camera, Loc
haves and propertion Roman, X. X. March
to the Hardon Colbert
to the Hardon Colber
to the Hardon C Monsieur (Cierk Tym Ricketts Uncle Andre Tom Ricketts Uncle Fernande) Barlowe Borland Monsieur de la Custe Charles Haltor

Claudette Colbert and Gary Cooper will have to carry 'Bluebeard's Eighth Wife' over the hurdles, Par's talker remake of the Alfred Savoir farce, thin piece basically isn't given much more heft under the Lubitsch touch or with the celluloid trimmings, It's light and some-

trimmings. It's light and sometimes bright entertainment, but gets
a bit threshow despite its comparatively moderate running time of 85
. Once the premise is established
that Miss Colbert wants to defiate
the multi-millionaire Cooper, who
buys his wives—seven of 'em prior to
her—as he buys a fancy motor car,
making pre-marriage settlements
with them, etc., it then becomes an
all and the premise and prenchy,
which is chematically advantageous.
It starts on the Riviera and wanders
over the Eurocean map, focusing
finally in Paris, The Brackett-Wilder
scripting is oftlimes bright dialogically, but illogic and fragile dramatically.

ally, but illogic and tragine training.

Stars monopolize the proceedings, but even Miss Colbert's charm and Cooper's masculine appeal can't off-set the general thinness of the stuces of a bit as her father and the rest are casual. David Niven has a mild opportunity and Herman Bing, with his characteristic style, is another who makes his rather light chore stand-in.

who makes his rather ngm too-stand up.
Lubitsel's direction is little more than adequate, basically handicapped by the generally thin structure. The rest of the technic is high-grade, but undistinguished.

Abel.

#### JOY OF LIVING

WITH SOVGS)

BYC. Badly 17 see S. Faliz. Torne production. Start free Durine and Dougram Gutton. Start free Durine and Dougram Stalbanghe, Jr.; features Allee Brady, Guy Khôbee, Gen Dixon. Eric Blore. Lucile Stopper of the Start free Durine Start free Durine Start free Durine Start free Durine Start free St

Maggle	Trene Dunne
Dan Dougle	o Falubanite (In
Alimanus.	as Pattbanks, Jt.
Minerva	Alice Brady
Dennis	Guy Klbbee
Harrison	Jean Dixon
Salina. Mike.	Lucille Pall
Mille	Women Hamber
Cafe Owner	warren riymer
Bert Tine	Frank Milan
Bert Pine	Dorothy Stelner
Botsy Pine	Estella Steiner
Marie	Physilia Vonnadar
Oschartna Tandan T	. r ny ma . Kennedy .
Orchestra LeaderF	ranklin Pangborn
Mac	James Burke
Magistrate	Spencer Charters
	Charters
The second second	

recommendation of the concerns and the composing and the speem to the form of the concerns and the composing the concerns an

from Boston, who views life as something, to be enjoyed and has the means wherewith to fulfill his desires. His acquaintance with Miss Dunne starts when he rescues her from the means of the starts when he rescues her from the starts when he rescues her from the starts when he rescues her from the starts with the starts when the court apoints Miss Dunne as his probation officer, to whom he must report twice weekly, and the film is chiefly concerned with their adventures, in the course of which the couple make the rounds of highly starts with the starts

Supporting players have little to one Alice Brady appears once more in character of a little voin character of a little v. scatter-brained matron and meddling mother; Guy Kibbee does a conventional tippler and Lucille Ball and Warren Hymer, have scarcely more than bit marks. Fire Blore gets laughs as a butler. Something quite good might have been made of Jean Dixon's role as the si 's companion and adviser, but our contributes nothing except a bit of common sense in a harum-scaren household.

Film is first run quality and should attract business on the potency of star and cast names. Film.

#### HER JUNGLE LOVE

HER JUNGLE LOVE

(IN COLOR)

(WITH SONGS)

aramount selecte of George M. Arthur
production. Stare Dorothy Lamour, Ray
Milland; features Lynne Overman, J. Carroil Naish, Dorothy Lowe. Directed by
George Archathaula. Screen play, Joseth,
Grouge Archathaula. Screen play, Joseth,
Kurt Stolmak; camera, Ray Renfathar,
Kurt Stolmak; camera, Ray Renfathar,
art, Natalie Kalmus, Hans Dreler, Earl
Hairfet; film editor, Hugh Bennett, music,
Hellisting, Railon Preed; music, Gregory
Hollander, Railon Preed; music, Gregory
Stone. Retiewed in Projection. Room.
N. Y., March 21, '38. Running time, Si
mins.

Tura.	Dorothy Lamour
Bob Mitchell	Ray Milland
Jimmy Wallace	Lynne Overman
Kuasa	J. Carrol Naish
Eleanor Martin co	Dorothy Howe
d. C. Martin.	Jonathan Hale
Roy Atkins	Archie Twitchell
Captain Avery	Edward Earle
Steward.	Bill Caldwell
Guard.	Sonny Chorce
Guard	
tinga	Jiggs
Guard	The Tiger Cub
190 TO S. T. L. T.	

To the pictorially resplendent Her Jungle Love' must go one of the season's accolades for excellence in phoson's accolades for excellence in pho-tography and technicolor. But that's all. Somewhere along the line Para-mount has strayed and become lost in its cinematic jungle. Film is lavish, with splendid set-

#### Miniature Reviews

Bluebeard's Eighth Wife'. (Par). Lightweight comedy with Claudette Colbert and with Gary Cooper.

The Joy of Living (RKO). The Joy of Living! (RKO). Irene Dunne and Douglas Fair-banks co-starred in fair farce-with music by Jerome Kern. Her Jungle Love! (Par). Splendid color job, but there's little more. Dorothy Lamour-and Ray Milland top cast. "Tip-Off Girls" (Par). Excel-lent G-man meller. Nearly rates 'A' classification and play-ing time.

ing time. Bulldog Drummond's Peril

Buildog Drummond's Peril'
(Par). About average for the
series, okay for the duals, with
fair name draw.

'Ski Battation' (Amkino).
One of the better Soviet pictures and will do corresponding biz.

#### **TIP-OFF GIRLS**

Paramount reicase of Harold Burley production Precupers, 1,057 North-Burley Carrier Carlibe. Precupers 1,057 North-Burley Carrier Carlibe. Precupers 1,057 North-Burley Carlibe. Precupers 1,057 North-Burley Carlibe. Precupers 1,057 North-Burley Carlibe. Precupers 1,057 North-Burley Carlibe. 1,057 North-Burley

mins.		1 1 1 1 1 1	43.
Bob Anders	Section Bearing	Llov	d Nolan
Joseph Vall	cus	Carr	ol Naish
Jason Baar	dne	dlarvey	Stephens
Tom Loran		Itosco	e Kurns
Red Decg:		Larry	Crabbe
Marty	45 25559 . 755	militor	v" Quinn
Scotty		Benr	v. Baker
Blacky		arlowe	Borland
19 V . B. C. 12	1		

Here's a 'B' that top, in its class, being near to 'A' rating ir production value, and has all the earmarks of a money-maker. Though melodrama of a familiar brand, it is so well-done that it has a freshness of well-done that it has a freshness of

dram of a familiar brand, it is so well-done that it has a freehness of appeal.

The picture bristles with action, tensity and, suspense, with a story job by a tru of writers that deeply impresses. The original by Maxwell Shane, Robert Yost and Stuart Anthony is anything but new, but the treatment counts heavily on the enterthement of the comparatively small group is accredited much of the success of the capable direction by Louis King. Outstanding, work is contributed by Lloyd Nolan, as a G-man, and J. Carroll Molan, as a G-man, and J. Carroll Nolan, and G-man, and J. Carroll Nolan, as a G-man, and J. Carroll Nolan, and J. Carroll Nolan, and G-man, and J. Carroll Nolan, and J. Ca

## DRUMMOND'S PERIL

Paramout production and release. Fea-ures John Barrymore, John, Howard, John Campboll, Reginald Denny, Direct Coule Campboll, Reginald Denny, Direct Palmer: based on story by H. G. (Sapper) Roneller, camera, Harry Fishheck, editor, do Dmyryk, At Chilerion, N. Y. week Mark, 17, 26, dust bld. Aunning time,

his mind on something else, he makes the part fairly plausible and gives the part fairly plausible and gives the ward some death the part fairly plausible and gives the part of the part

#### Making the Headlines

s. Jack Holt
Heverly Roberts
Centg Heyubds
Maribrie Linteson
Derothy Appleby
(Hilbert Emery

itera. Mahn Wray Respective Charling Ch

#### STAR OF THE CIRCUS

STAR OF THE CINCOLOGY (BRITISH MADE)

Associated British Fleture production and sides. State of the production of the pr

Yester Garvin Paul Houston Fruxa Hilda Peters

DRUMMOND'S PERIL

Faramount production and release. Feature the production of the pr

#### **MERLUSSE**

(FRENCH MADE)

French Motion Pictures release of John upernous and Oliver Levy production into Herrica Poupon, Directed and screening by Marcel Pagnol, camera, Albertasseund, Replewed at Continental, N. y. oek March 10, 38, Hunning time, 65 week March 16, 38, Running tune, us mind a mind of the mind of the

(In French, with English Titles) (In-French, with English Titles)— Marcel Pagnol, who scored such success in several languages with Topaze, has written in this film an-other story of schoolhouse life with a teacher the titular character. But 'Merlusse' is no "Topaze'-neither the man nor the
Where "Topaze" blazed with subtle

and most relished, satire, Meriusse' drips with sentimentality. Character-drawing of a very elever and illuminating sort is about all that holds this one together. Story is too thin for the 65 minutes the pictureonsumes. Arty production and direction, plus

Arty production and direction, plus the very good acting of all concerned, will bring it be the attention of the U. S. audience for French, and the state of the

they've either no parents or mome-ent ones.

"Job of keeping the lads penned up its sloughed off on "Merjusse," which adds to, the boys unhappiness. He's made the buttor of school boy pro-ting the buttor of the buttor of the during dinner. After they're abed the places a personal Yule gift on each bed, Lads awake and are made happy; they reciprocate by giving teacher their most valued possess-sions.

isacher their most valued possessions.
Final footage shows school principal and proctor realizing the oldster has a fineness beneath his repellent exterior they've never noted
before. And the boys realize
teacher's stern attitude and sharpvoice is to trait that and sharpvoice is to trait the boys realize
teacher's stern attitude and sharpvoice is to trait the boys realize
teacher's stern attitude and sharpvoice is to trait the boys realize
teacher that is devoid of histrionic fireworks. But smartly tonaturalness. All the boys are good,
adult roles aside from the leaf me
minor.

adult roles aside from the lead are minor.

Direction offers nothing scen. ally, and the nic would have more eye appeal if less drab. Camera not during severally, and downright poor during severally, and downright poor during severally, and downright poor during severally as the several property of the several proper

#### MARIKA

(HUNGARIAN MADE)
Budapest, March 14.
Budapest, March 14.
Bridered by Violor diertier, Adapted, by
Arunan Szanio and Michael Szecsen from
play by fetván Zágori, moduced by Janiel
Marikan Nace, Joseph Tudo. r Rado.
Lia Szepes
Paul Javor
Zita Perczel
Lidia Beothy
Joseph Juhasz
Zoltan Hosszu
Anna Zoldhelyi

#### (In Hungarian)

In Hungarian)

Too much blowing of trumpets hasn't done 'Marika' any good. Charming and unpretentious stage play in which, years ago, Francisca Gaal scored a great hit, Budapest Films expected similar results on the screen for their pet starlet, Lia Szepes. It worked out the wrong way, however. 'Marika is dull and slow, and Miss Szepes, though she is certainly charming and may yet do better, is for the moment utterly uninteresting.

She is an innocent child of nature. Daughter of a gamekeeper, growing

uninteresting.

She is an innocent child of nature. Daughter of a gamekeeper, growing up in the seclusion of a forest. Sophisticated by the little girl and educates her according to his own ideas. By the time she is grown up, he duly falls in love with her.

Trying to retain the simple charm of the story, which entirely depends upon the personality of the half-child, half-woman Marika, the scenarists have adhered too rigidly to the stare play, with the result that the suffered part of the story of the story

#### Where the West Begins (WITH SONGS)

Monogram production and release. Star Jack Bandall: features. Purry Knight, Laustia, Waiters. Directed by J. J. M.-Gowan. Story and arreenpilay. Stanley Roberts and dennero Rea; camera, Jack Greenhaigh, songs, Connie Lee, Johns Lauric, Fred Stryker; editor, Cari Pierson, At Liberty, Lincoln, dual. Funning time. .....Jack Randal

Worst thing about the Jack Randall Mono series is that they insist on him singing, and he spoils a classic-lined

Worst thing about the sack Annual Mono series is that they insist on him singing, and he spoils a classic-lined physog by terrific mugging during his melodies. Otherwise the westerns are okay and he's a fairey-pants from the sagebrush with a Gary Corping the sagebrush with a sa

## BERGSLAGSFOLK

BERGOLAUDT OLD

(People of Bergslagen)

(SWEDISH MADE)
andinavian Talking Pictures. Inc., reof Zupon production. Direct form
of Zupon production. Direct form
bog and Solve Cederatrand; music, HildRosenberg, At Chenna-Ge Parls, N. T.,
& March 11, 138, Running time, 80 mins.
Lovenskiold. Geria Biories
Lovenskiold. Karin Eketund
Lunding, an en Anold Sjostand
II Akerman. Sien Linderen
Boon, the farmer. Hilding Potters
Fermandt. Fribling Flyers
Fermandt. Internal Linding Potters
Fermandt. Internal Linding Dureksett

#### Te Csak Pipalj, Ladanyi ('Smoke Your Pipe, Ladanyi') (HUNGARIAN MADE)

Budapest, March 13.	٦
Rex Film production and release. 14-	•
rected by Martin Keletl. Adams t by Olor	
Indle from play by Kalman Scathios; mu-	
sic. Tibor Polgar.	
sic; Tihor Polgar. Iadanyi: Kalman Rozseligyi	
Mrs. Ladanyl	
Katlea, their daughter tha Turav	ř
Imre Aron	
Joska Vince history like the lith ask	
Mrs. Tamassy Pirode Vacory	
Mrs. Unrazs Killy Edge	ċ
Dr. Daraze Non wit Horz	

(In Hungarian) Popular stage hit of a years ago doesn't look nearly as good on

the screen, parily because it lacks action and partly because, except for Rozsengy, who triumphed then as no win the name part, most of the cast is mist.

Ladanyi is a lovable, jovial countries of the country mansion, which countries of a country mansion, which countries of a country mansion, which countries of the country mansion, which could be countries of the country mansion, which could be countries of the country mansion, which could be countries of the countries

#### RATSEL UM BEATE

(Beate's Mystery')
(GERMAN MADE)
Berlin, March. 12.
Cinema-Allianz release of Markische-Panoraus-Scimbelde: production. Features. Lil
Dagover. Albrecht Schoenhals. From play
by Alfred Moller and Hanz. Lorenz. adauted
by Walter Wassermann and C. H. Diller.
Revita. Science. As digoria Palaz.

	Herlin.	
:	Beate Kalserling	Lid Dagover
1	Dr. Normann	Albrecht Schonhals
	L'raula v. Pottkama	Sobine Peters
٠	A. v. Potikamp	. Walter Steinbeck
	Consul Dickhoff	Fritz Odemar
	Aunt Mary	Julia Serda
٠.	Dr. Liborius	Ernst Waldow
ľ	Miss von Hasse	Erika v. Thelimann
	August Deinhard Director Koch	Hans Leibeit
'n	Director Koch	Werner Schott
	Helnz Hubner	Wilhelm Konig
ŕ	Prieda	Kate Hanck
-	Actress	chore-v-Kusscrow
	Actor	Erlk Ode

#### (In German)

Class program picture which will clean up the bigger cities, but if Class program picture which will clean up the bigger cities, but if drawing at all in the rural districts it will do so .. Lil Dagover's name. Peate' is the best vehicle given this seasoned star in a long time. Treatment a definite improvement on the legit play, in which Dorothea Wieck was starred last winter. Screen adaptors have spared no effort in the transcription, have added a well-sustained preamble to the original first act and have glossed over several confusing puckers. Light give-and-take dialog makes the film a particularly neat product and a great relief from the ponderous dramatic spouting characteristic of so many German pictures. Story is a drama of small town scandal.

So many German pictures. Story is a drama of small town scandal.

Beyond Lil Dagover's noticeable improvement there is also an evident on Beyond Lil Dagover's noticeable improvement there is also an evided. Sabine Peters has been kept within sermissible bounds. Few snips, of unnecessary footage would give the picture an added impetus. Trask.

LE PURIJANA

("The Puritan")

("RENCH MADE)

("RENCH MADE)

("Flims Derly, "Faris, March 14.

Flims Derly, "Faris, March 14.

Stars Jean-Joules Barrault, Feature Priere
Presnay and Viviane Romanes. Directed
by Jeff Muses. Story and dialocus, by

smusic, Musso and Dalim. At, the College,

Faris, Ruming time. Similar, Durient

Jers, Haming time. Similar, Durient

Jers, "Laming time. Similar, Durient

John March 14.

John March 14.

John March 14.

John March 14.

Sand 14.

John March laris, de la constitución de la

Criteman. Princh

Cripping entertainment is contained in this osycholo ical study of a morbid youth with a fanatical persecution complex. It a fit of insancticular in the princh of the

#### SKI BATTALION

(RUSSIAN MADE)
klino release of Lenflim production, ted by R. and Y. Muzikant, Screen, the Common of the Common of

mins.
Tolvo Antikainen Otto Zhakov
Artik I Chuvelev
Frimar I Selfanin
Lino Aleinikov
Riutti P, Kiriliov
Riutti N, Kriuchkov Aleiniko P. Kirillov N. Krluchkov F. Volkov A. Kartashov Yuri. Old Woman....

(In Russian; with English Titles)

Our Woman.

Our Woman.

Our Woman.

Our Rassian; with English Tilles)

Dating all the way back to Potemkin, best Russian films. have been,
those dealing with phases of the
military campaigns with which the
bolshevists wrested the country from
the White Russians and other countries which wanted slices of the land
after the Czarist regime broke up.
Just about all the angles have
been worked by now, and the yarn
in Siki Battalion presents a rather
than the state of the land after the Czarist regime broke up.
Just about all the angles have
been worked by now, and the yarn
in Siki Battalion presents a rather
than the state of the state of the state
the Soviet borders was in Karelia
province, just below the Arctic rim.
The Finns in 1921 had some soldiers taking over the area. In defense the bolshevists sent some
troops which were mainly made upof Finnish men who had scrammed
the intermed the state of the prosestony with Lenin's movement.

Sici Battalion' is a pretty straightforward story of a regiment of Reds
regained the fact the grams an
regained the fact the grams a
themed from the sufferings and
fighting of the men. Usual Russian
touch of treating the opposition in
terms of soom is applied, and of
course it is a natural weakness. But
that's part of the propagands fedinto all Soviet films for the intracountry consumption.

For the U. S., biz will be done in
arties where Russe celluloiders go.
Out of the strain of the company of the
strain of the propagands fedinto all Soviet films for the intracountry consumption.

For the U. S., biz will be done in
arties where Russe celluloiders go.
Out of the commander of the Red

Otto Zhakov plays the lead in therole of the commander of the Red

recises is outdoors in stow-coarselling, country, it's interesting watching to the Zhakov plays the lead in the role of the commander of the Redregiment; his work is a bumbling soldier, I. Chuveley doesn't get much humor out of the part. Very good is P. Kirilloy as an officer in the invading Finnish armed force. Others have bits and are almost indistinguishable.

Direction is grand, taking into consideration what the Russians often forget — that entertainment must be paramount and the propaganda-sowing second in importance and propaganda second in the soldiers skiling down monots of the soldiers skiling down and lesseups of the fighting and uphill trudging are all swell. Bert.

#### **RAMUNTCHO**

(Taymond')
(WITH SONGS)
(WITH SONGS)
(WITH SONGS)
(FRENCH MADE)

Reliantions d'Act Clinematographique
(Part Louis Jouvet, Part Clinematographique
(Part Clinematogra

#### (In French)

| Hans Schneeberger's vivid indian exteriors vie with the artistic shall internation of the artistic shall be artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so that the artistic shall be a so costumes do their would be a so costumes do their shall b

after scene of tear-provoking sentimentality. Yards of film are spent on long goodbyes and shots of the two lovers staring at nothing during their separation. Good clipping job would help things immensely. Scenery for the most part is good, most of the action is outside, and the start of the sentimental mush, but the rendering of them could have been improved. Paul Cambo has looks and does an effective job with what he has to work with. Madeleine Ozeroy is miscast. Although her work is competent enough, she is too young to work with though of the country seems, making them appear childish. Couns douce has little or nothing to fection. Francoise Rosay takes advantage of having more to work with than anyone else, and turn a bang-up performance. Hugo.

## Das Indische Grabmal

(The Indian Tomb)
(GERMAN MADE)
Berlin, March 13:
Richard Eichberg film of Tobis, Directed
by Ric ard Bichberg. Script, Arthur Pobl.,
Haus. Klaer, and Richard, Eichberg after
theat von Harbou's novel; mais, Harbou's
Berlin Harbou's novel; mais, Harbou's
Ewaid Daub. At Ufa Palnat am Zoo, Hertime. Running time, Uf indian

diffe transmit title	of mins.	1.10 10 10
Maharadsha of Eshr	apur Prita van	Dongen
Prince Ramigani	Alexander	Golfing
Furbringer	data Hans	Stuwe
Irene Traven	Kltlv	Jantzen
Emli Sperling		Lingen
Lotte Sperling		Schluter
Sasha Demidoff		v Diesel
Indira (former Maha	ranl)	La Jana
Sadhu		at. Bach
1 1 1 1 2 2 3 3 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100	

Quick figuring on the extraordinary successful start of the two Eichberg super thrillers, Tiger of Eshapur and its sequel, The Indian Tomb, results in arriving at a \$2.500,000 return from Germany alone. This would shoot this twin froduct by 10 the top of the list, outditance. This would shoot this twin froduct by 10 the top of the list, outditance. This would shoot this twin froduct by 10 the top of the list, outditance. This would shoot this list, outditance. The would shoot this twin froduct how the biggest seem of the list, outditance. The seem of the list of the list, outditance where the list of the list of the list, outditance where the list of the list o

what can be done. Boyer falls in

what can be done. Boyer falls in love with the girl himself.
She does not know he is married. They go away together, and say a week at a country inn, Reconciliation, between huband and wife, is week at a country inn, Reconciliation, between huband and wife, is wife sand as a subject to the same the girl commits suicide.

Adapted as it is from the Bernstein play. Lee Venim (The Kenom), this one could stand-some cutting and shortening of several scenes to give faster movement. It depends on emotional play for the most part to hold interest, but is allowed to law in several places. It has a hore of the first three Morgan, cast for the first three Morgan, cast for the first three most part to hold interest, but is allowed to law in several places. It has a hore of the first three most part to hold interest, but is allowed to law in several places. It has a hore of the first three most part to hold interest, but the sun fact she is to be commended. Lisette Lahvin leaves the unhappy brother-in-law misses that could have carried heavier with behind it, while Robert Manuel, of the Cornedie-Francaise, as the unhappy brother-in-law misses the unhappy brother-in-law misses of the girls lovers, again interpreta the actions of an unu it type with the first lovers, again interpreta the actions of an unu it type with the second by the American consot, but these could be avoided without too much difficulty.

#### Fair's 50,000,000

(Continued from page 1)

visitors. Preview show will be televized according to present plans of Radio Corp, being first time that mobile television units have been employed for such purpose in U.S. Special streamlined trai bearing. Government officials to operate from Washington to fair site, going from Penn, station via Long Island tracks to World's Pair grounds. Then this world's fair streamliner will visit 91 citles throughout-country. Similar train is planned to operate from, Hollywood, carrying screen stars.

Developing of additional interest.

screen stars.

Developing of additional interest in various states will be done vigroup of state automobiles, which will visit key cities in elaborate contest tieup, after showing in celebration. tion

test tieup, after showing in celebration

Fair executives will install, the Junior League Ball on the exposition grounds as part of celebration and intend to make it an elaborate substitute for the Beaux Arts ball April 29. No Beaux Arts this year, hence the urge of fair officials to build up Junior League affair for preview, show.

Check this week revealed that an even dozen buildings had been completed on the fair site. Flushing Meadows, and that eight to 10 are nearing completion. Officially estimated that nearly 100 structures on the exposition site will be available for preview. Bulk of these will not have been finished but will be in some form of construction by the end of April.

Consolidated-Edison building was additional as a supplementation of the consolidated and the supplementations.

end of April.

Consolidated-Edison building was dedicated last week. Du Pont Co. will start erection of its World of Chemistry building in next few

Designation of May 21-27 week at Designation of May 21-27 week at fair as National Foreign Trade week will dovetail into preview festivities. Pageant of world trade and International Ball are included an program. N. Y. Fair has been operating a Paris office through which majority of European biz clears.

aung a rans office through which majority of European biz clears.

Business regards the New York expo from long-rang planning angle and has eome through far beyond expectations in the matter of exhibit taking. That was the opinion expressed by Grover Whalen. Fair has more than \$1,000,000 in the treasury, far more than \$1,000 in the treasury, far more than \$1,000,000 in the treasury, far which was signified intention of having floats are Columbia Pictures. Lower, Inc., and Warner Bros. Radio Corp. of America also is to have one, as will the Casa Mamana and International Casino.

#### STORY BUYS

Hollywood, March 22, RKO purchased Bernard McCon-wille's story, Border G-Men, for-George O'Brien film.

Progressive Pictures purchased How to Be Funny Nationally, authored by Hugh Wedlock, Jr., and Howard Snyder.

Howard Snyder.

Louis Bromfield's novel. 'Then the Bains Came,' bought by 20th Fox at reported price of \$52,000.

reported price of \$52,000.

Courier de Paris, French novel by
Fodor Laszlo, picked up by Mctro.
Vivien Bretherton's short story,
Oh. What. Tangled Web, which
appeared in Cosmopolitan, sold to



# SHOWMENY

Here's the tip-off on PARAMOUNT'S "TIP-OFF GIRLS"

"It's a sizzling hour of high explosive melodrama", writes Motion Picture Herald.

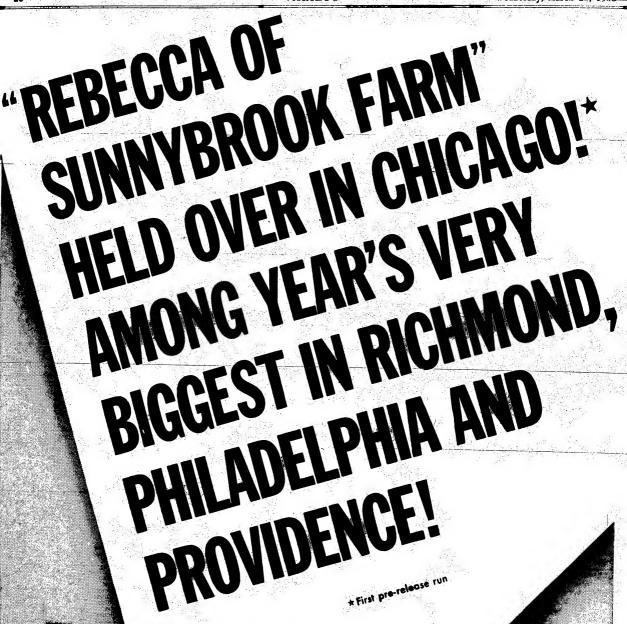
A thrilling expose of the new highway hijacking racket that's costing the country \$36,000,000 a year a racket so highly organized and so ruthless that the Federal authorities have declared war to the finish on these modern land pirates and their beautiful girl decoys. Liquors, furs, cigarets, hosiery—valuable merchandise of all sorts—falls tribute to the hijacker whose prey is the nation's transport industry that operates on 3,000,000 miles of paved road from the Canadian border to the Gulf of Mexico. Paramount has prepared an exciting Press Book campaign to help you SELL this timely, surging melodrama of the highway. Take our tip and get behind "TIP-OFF GIRLS." It packs a terrific box-office wallop.



(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 rivining time of privits are included.)

COPYRIGHT. 1968, BY VARIETY, INC. ALL BIGHTS BESERVED

WEEK OF RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN REVIEWED BY VARIET
1 21/38	SQUADRON OF HONOR MANNEQUIN	Ralph Cohn Joe Manckiewicz	Col MGM	Meller Rom-Dr	M. Russell-T, Hall — J. Crawford-S, Tracy	C. C. Coleman Frank Borzage	55 92	1/28 12/22
	THRILL OF A LIFETIME  MAMMA RUNS WILD  CHARLIE CHAN AT MONTE CARLO  BORDERTOWN (REISSUE)	Miss Fanchon Ralph Staub John Stone	Par Rep 20th	Musical Comedy Mystery	J. Canova-Yacht Club Boys M. Boland-E. Truex W. Oland-V. Field	G Archainbaud Ralph Staub Eugene Forde	72 67 71	11/10 1/5 12/22
	BORDERTOWN (REISSUE) A STRANGE HONEYMOON	Robt. Lord Bryan Foy	WB WB	Drama Drama	P. Muni-B. Dayls B. Karloff-M. Wilson	Archie Mayo John Farrow	•	1/29/35
1 28/38	PARADISE FOR THREE PARTNERS OF PLAINS	S. Zimbalist Harry Sherman	MGM Par	Comedy Western	F. Morgan-F. Rice-R. Young W. Boyd-Gwen Gase	Eddie Buzzell Les Selander	75 70	1/19 2/16
	THE PURPLE VIGILANTES THE OLD BARN DANCE HAPPY LANDING BLACK DOLL	Sol C. Siegel Sol C. Siegel D. Hempstead	Rep Rep 20th	Western Western Musical	Three Mesquiteers Gene Autry-S, Burnette S, Henie-D, Ameche	George Sherman Joseph Kane Roy Del Ruth	58 60 102	2/2 1/12 1/20
	BLACK DOLL SWING YOUR LADY	Irving Starr Sam Bischoff	WB	Mystery Comedy	N. Grey-D. Woods-E. Kennedy H. Bogart-L. Fazenda	Roy Del Ruth O. H. P. Garrett Ray Enright	60 72	2/9 1/26
8 4/38	WIFE OF GENERAL LING SPIRIT OF YOUTH	John Stafford Lew Golder	GB GN	Drama Action	G. Jones-A. Renn Joe Louis-C. Muse-E. M. Harris F. Brice-A. Jones-J. Garland	Ladislaus Vajda Harry Fraser	71	2/23 1/5
	EVERYBODY SING WHERE WEST BEGINS THE BUCCANEER	Harry Rapf Maurice Conn C. B. de Mille	MGM Mone Par	Musical Western Drama	F. Brice-A. Jones-J. Garland J. Randall F. March-F. Gasl-A. Tamiroff	E.L. Marin J. P. McGow. C. B. de Mille	56 124	1/26 3/23 1/12
9.5	DOUBLE DANGER OUTSIDE OF PARADISE INTERNATIONAL SETTLEMENT	Maury Cohen Harry Sauber 20th	RKO Rep 20th	Meller Comedy Drama	P. Foster-W. Bourne-D. Meek P. Regan-P. Singleton C. Romero-V. Fleld-J. Lang	Lew Landers John H. Auer E. Forde	62 68 75	2/16 2/16 1/26
	GOLDWYN FOLLIES MIDNIGHT INTRUDER BLONDES AT WORK	S. Goldwyn Trem Carr Bryan Foy	UA U	Musical Meller	E. Bergen-Zorina-A. Menjos B. Reed-L. Hayward B. MacLane-G. Farrell	Geo. Marshall I. Lubin F. McDonald	115 66 63	2/2 2/23 3/16
2 11/38	and the second s	W. MacDonald	WB Col	Comedy Com-Rom	E. Fellows-L. Carrille	Aubrey Scotto	64	3/9
	LITTLE MISS ROUGHNECK CATTLE RAIDERS OF HUMAN HEARTS MY OLD KENTUCKY HOME	H. L. Decker J. Considine, Jr. E. B. Derr	Col MGM Mone	Western Drama Com-Dr	C. Starrett-D. Grayson W. Huston-B. Bondi E. Venable-G. Richards	Sam Nelson Clarence Brown L. Hillyer	100 72	2/9 2/9
	HAVING WONDERFUL TIME	Par P. S. Berman	Par RKO 20th	Comedy	L. Ayres-L. Campbell G. Rogers-R. Skelton	James Hogan Al Santell	- 63 79	2/9 12/8
	ADVENTURES OF TOM SAWYER FORBIDDEN VALLEY	John Stone D. O. Selznick Henry Macrae	UA U	Rom-Com Com-Dr Outdoor	J. Withers-S. Erwin-U. Merke T. Kelly-M. Robson N. Beery, JrR. Barrat W. Morris-J. Travis	Norman Taurog W. Gittens B. R. Eason	03	2/18
	KID COMES BACK DAREDEVIL DRIVERS	Bryan Foy Bryan Foy	WB	. Drama Action	D. Purcell-B. Roberts	B. R. Eason	60 60	12/20 3/2
8/18/38	WIDE OPEN FACES THE GIRL WAS YOUNG A YANK AT OXFORD PAINTED TRAIL	David Loew GB Michael Balcon	Col GB MGM	Comedy Com-Dr Comedy	Joe E. Brown-J. Wyman N. Pilbeam-D. DeMarney R. Taylor-L. Barrymore	Kurt Newman Alf Hitchcock Jack Conway	84 109	12/8 2/2
	BIG BROADCACT 190	Robert Emmett H. Thompson Cliff Reid	Mone Par RKO	Western Musical Rom-Com	Tom Keene W. C. Fields-Raye-Lamour K. Hepburn-C. Grant	Robert Hill Mitch Leisen Howard Hawks	50 88 162	2/9 2/16
	BRINGING UP BABY BARONESS AND BUTLER GOLD IS WHERE YOU FIND IT	Ray Griffith Sam Bischoff	20th WB	Rom-Dr Outdoor	Annabella-Wm. Powell G. Brent-C. Rains-J. Litel	Walter Lang M. Curtiz	75 90	2/16 2/16
B/25/38	WHO KILLED GAIL PRESTONT ARSENE LUPIN RETURNS FORT OF MISSING GIRLS	Ralph Cohn John W. Considine Lon Young Harry Sherman	Col MGM	Mystery Meller	W. Cahoon-D. Terry M. Douglas-W. William	Leon Barsha G. Fitzmaurice	60 82	3/9 2/28
	CASSIDY OF BAR 20 CASSIDY OF BAR 20 NIGHT SPOT HOLLYWOOD STADIUM MYSTERY	Robt. Sisk	Mone Par RKO	Drama Western Com-Dr Meller	J. Allen-M. Stone W. Boyd-N. Lane Parkyakarkus-A. Lane	Karl Brown Les Selander Christy Cabanne David Howard	60 58 60	
	HOLLYWOOD STADIUM MYSTERY LOVE ON A BUDGET STORM IN A TEACUP	A. Schaefer Max Golden A. Korda	Rep 20th UA	Meller Comedy Comedy	N. Hamilton-E. Venable J. Prouty-S. Bylngton V. Leigh-R. Harrison	David Howard  Bert Lenny  Victor Saville	61 61 81	3/2
8/4/38	PENROD AND TWIN BROTHER BOLLING CARAVANS	Bryan Foy Col	WB Col	Com-Dr Western	Mauch Twins  J. Luden-E. Stewart	Wm. McGann  Jos. Levering	62	1/13
	START CHEERING TO THE VICTOR MERRILY WE LIVE	Nat Perrin Maurice Ostrer	Col GB	Musical Rom-Dr	W. Connolly-Durante-J. Perry W. Fyffe-J. Loder-M. Lockwoo C. Bennett-B. Burke-P. Kelly	A. S. Rogell  Robt. Stevenson	78 96	2/9 3/2
	ROMANCE IN DARK MAID'S NIGHT OFF	Hal Roach Harlan Thompson Robert Sisk	KKU	Comedy Musical Rom-Dr	G, Swarthout-J. Boles A. Lane-J. Fontaine	H. C. Potter Ben Holmes	77 60	2/16
	PRISON NURSE  SALLY, IRENE AND MARY ADVENTURES MARCO POLO	Herman Schlom Gene Markey Sam Goldwyn	Rep 201h UA	Meller Musical Drama	H. Wilcoxon-M. Marsh A. Faye-F. Allen-J. Lang G. Cooper-B. Rathbone	James Cruze Wm. Seiter Norman Taurog	67 86 100	3/9 3/2 2/16
	MAD ABOUT MUSIC SLIGHT CASE OF MURDER	J. Pasternak Sam Bischoff	WB.	Musical Meller	D. Durrin-H. Marshall E. G. Robinson-J. Bryan	Norman Taurog Lloyd Bacon	98 85	3/2 2/9
3 11/38	MAKING THE HEADLINES THE FIRST HUNDRED YEARS ROSE OF RIO GRANDE	Col Norman Krasna Dorothy Reid	Col MGM Mone	Rom-Dr Com-Dr Rom-Dr	J. Holt-B. Roberts R. Montgomery-V. Bruce Movita-John Carroll	Lewis D. Collins Dick Thorpe Wm. Nigh	68 75	3/23 3/16
	DANGEROUS TO KNOW HAWAII CALLS	Par Sol Lesser Wm. Berke Sol Wurtzel	Par RKO	Meller Rom-Com	G. Patrick-A. M. Wong B. Breen-I. S. Cobb	Robert Florey	66 78	3/18 3/2 3/2
	CALL THE MESQUITEERS WALKING DOWN BROADWAY CRIME OF DR. HALLET LOVE, HONOR AND BEHAVE	Ed Grainger	Rep 20th U	Western Com-Dr Mystery	J Mesquiteers C. Trevor-P, Brooks R, Bellamy-B, Read W. Morris-P, Lane	John English N. Foster Sylvan Simon	55 78 65	2/2 3/16
3/18/38	SAILING ALONG	Lou Edelman GB	WB GB	Com-Dr Musical	J. Matthews-J. Whiting	Stanley Logan Sonnie Hale	68	2/16 2/9
	GIRL OF GOLDEN WEST BULLDOG DRUMMOND'S PERIL CONDENNED WOMEN	Wm. A. McGuire Par Robert Sisk	MGM Par RKO	Musical Mystery Drama	J. MacDonald-N. Eddy J. Barrymore-L. Campbell S. Eilers-L. Hayward	R. Z. Leonard Jas. Hogan Lew Landers	120 66 77	3/16 3/9
	CONDEY NED WOMEN KING OF NEWSBOYS BEBECCA OF SUNNYBROOK FARM THE GAIETY GIRLS	V. Morehouse Ray Griffith A. Korda	Rep 20th UA	Rom-Dr Ron:-Com Musical	S. Eilers-L. Hayward L. Ayres-H. Mack S. Temple-R. Scott J. Hulbert-P. Ellis	V. Morehouse Norman Foster T. Freeland	68 88 78	3'9 3'2
	STATE POLICE	W. Mycrost Trem Carr	Ü	Rom-Dr Action	B. Rogers-J. Clyde J. King-C. Moore	Graham Cutts John Rawlins		1, 3, 3
3/25/38	LONE WOLF IN PARIS	Bryan Foy W. MacDonald	Col	Mystery	F. McHugh-J. Wyman F. Lederer-F. Drake	Lew Seiler Al S. Rogell		
	JUDGE HARDY'S CHILDREN COLLEGE SWING ABSON GANGBUSTERS	MGM L. E. Gensler Herman Schlom	MGM Par Rep	Com-Dr. Musical Meller	L. Stone-M. Rooney-C. Parker Raye-Burns & Allen-Hope J. LaRue-B. Livingston	Raoul Walsh Joe Kane	70	
	MR, MOTO TAKES CHANCE GOODBYE, BROADWAY JEZEBEL	Sol Wurtzel Ed Grainger Henry Blanke	20th U WB	Mystery Comedy Drama	L. Lorre-R. Hudson A. Brady-C. Winninger B. Davis-H. Fonda-G. Brent	Norman Foster Ray McCarey Wm. Wyler	100	3/16
4, 1/38.	WHEN G-MEN STEP IN FLOATING CITY	W. MacDonald Erich Pommer	Col GB	Meller Drama	D. Terry-R. Paige-J. Wells	C. C. Coleman Jr.	60	3/16
	PORT OF SEVEN SEAS LAND OF FIGHTING MEN	H. Henigson Maurice Coun	MGM Mono	Drama Western	L. Fenton-C. Veldt W. Beery-M. O'Sullivan J. Randall-L. Stanley	Karl Hartl Jas. Whale Alan James		
	TIP-OFF GIRLS OUTLAWS OF SONORA JOSETTE	Wm. Berke Gene Markey Ed Grainger	Par Rep 20th	Meller Western Musical	L. Nolań-M. Carlisle-R. Karns 3 Mesquiteers-J. Joyce S. Simon-D. Ameche-B. Lahr	Geo. Sherman Allan Dwan	•	3/23
4 8/38	GOODBYE, BRCADWAY FEMALE FUGITIVE	E. B. Derr	U Mono	Com-Rom Meller	E. Venable-C. Reynolds			
	IT COULDN'T HAPPEN AGAIN CAPITAL PUNISHMENT RAWHIDE	Cliff Reid John H. Auer Sol Lesser	RKO Rep 20th	Drama Rom-Dr Western	V. Moore-A. Lane A. Marshall-T. Birell S. Ballew-E. Knapp	Wm. Nigh Christy Cabanne John H. Auer Ray Taylor		
	RECKLESS LIVING WOMEN ARE LIKE THAT	Val Paul Robt, Lord	U WB	Com-Dr. Com-Rom	N. Grey-R. Wilcox-J. Save K. Francis-P. O'Brien	F. MacDonuld Stanley Logan	14 74E	
4 15/38	FLIGHT INTO NOWHERE THE SHOW GOES ON HER JUNGLE LOVE	Col H. Wilcox	Col GB Pac	Meller Rom-Dr. Rom-Dr	J. Holt-J. Wells A. Neagle-T. Carminati D. Lamour-R. Milland	Louis D. Collins H. Wilcox G. Archainbaud	81	9/99
Signatur Signatur	HER JUNGLE LOVE JOY OF LIVING IN OLD CHICAGO	Geo. Arthur Felix Young K. MacGowan	RKO 201h	Comedy Drama	I. Dunne-D. Fairbanks, Jr. T. Power-A. Faye-Ameche	G Archainbaud Tay Garnett Henry King Tim Whelan	90 110	$\begin{array}{c} 3 & 23 \\ 3/23 \\ 1 & 5 \end{array}$
	DIVORCE OF LADY N NURSE FROM BROOKLYN FOOLS FOR SCANDAL	Alex, Korda Ed. Gramger Mervyn LeRoy	UA U WB	Rom-Dr Drama Rom-Com	M. Oberon-I. Olivier S. Eilers-C. Kelly	Tim Whelan Sylvan Simon Mervyn/Lelloy	90 80	1 19
4 22/38	THERE'S ALWAYS A WOMAN	Wm. Perlberg Hal Roach	Col MGM	Comedy Comedy	J. Blondell-M. Douglas S. Laurel-O. Hardy	Alex Hall John G. Blyston	88	
	SWISS MISS HEART OF ARIZONA GO CHASE YOURSELF	Harry Sherman Bob Sisk	Par RKO	Western Comedy	W. Boyd-G. Hayes J. Penner-L. Ball	Edw. Cline		
	THE FEUD MAKER ISLAND IN THE SKY LADY IN THE MORGUE	A. W. Hackel Sol Wurtzel Irving Starr	Rep 20th U	Western Meller Mystery	B. Steele-M. Weldon G. Stuart-M. Whalen P. Foster-P. Ellis R. Reagan-G. Blondell	Sam Newfield Herbert Leeds Otts Garret	- 61	3 18
	ACCIDENTS WILL HAPPEN	Bryan Foy	WB	Com-Meller	R. Reagan-G. Blondell	Arthur Lubin	•	and the state of



First pre-release run

# **Advance Production Chart**

Hollywood, March 22, have finished a total of 315, against a needed 539.

While pictures in production dropped five to a total of 32, Hollywood | Still to go into production before the season ends are 187 features, as of studios in the last two-week period turned out 21 features ready for the March 16.

theatres. In the cutting rooms studios have 56, and so far this season

#### Columbia

		Now B	alance to
	Number Number of Pix Com-	Now in R	e Placed Stories in
	Promised pleted	ing Rooms	Before Prepara-
l'eatures	40 23	2 2	Cameras tion
Westerns	22 9	• 3	9 0
David Loew	2 1	• •	e 1 1
Total	64 33	2 5	24 3
Pictures now in t	he cutting rooms or	Awaiting provies	we are

EXTORTION, formerly titled CAMPUS MYSTERY, produced by Raiph 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,
"THE MAIN EVENT," formerly titled "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 Paire.
Jacqueline Wells, Pat Flaherty, John Gallaudet, Dick Curtis, Arthur Loft,
John Tyrrell, Jinny Millican, Bill Lally.

"HIDDEN TRAILS." produced by Harry L. Decker, directed by Sam Nelson, screen play by Maurice Gcraghty. Cast: Charles Starrett, Iris Meredith, Art Mix, Bob Nowlan, Ed. Le Saint, Jack Rockwell, George Chesebro, Dick Curtis, Ed Cobb.

Diek Curtis, Ed Cobb sair, Die Saint, Jück Nockweit, George Chesero, Verrian Land Express, firmerly titled Trail Blazers, Coronet production for Columbia release; produced by L. G. Leonard; directed by Drew Eberson; original screen play by Monroe Shaft; photographed by Allen Thompson, Cast: Buck Jones, Marjoric Reynolds, Carlyle Moore, William, Arnold, Lou Kelly, Ben Taggart, Allen Bridge, Don-Osborne, Wonte Montague, Ray Largay, "STAGE COACH DAYS, formerly titled 'STAGE COACH TRAIL, produced by Larry Darmour; directed by Joseph Levering; original screen play by Nate Gatzert; photographed by James Brown, Jr. Cast: Jack Luden, Eleanor Stewart, Tutty (canine actor), Hal Taliaferro, Harry Woods, Flynn Whittaker, Jack Ingraham, Joe de la Cruz.

#### Columbia Plx Now in Production

THE SECRET OF TREASURE ISLAND' (Scrial) produced by Lou Welss directed by Elmer Clifton; no writing credits as yet. Cast. Don Terry Gwen Gaze, Grant Withers, Hobart Bosworth, William Farnum, Walter Miller, Charles Rosener, Stanley Blystone, P. J. Kelly, Colin Campbell, Warner Richmond.

Varner Richmond.

\*\*HOLIDAY\*\*, produced by Everett Riskin: directed by George Cukor; 
recen play by Sidney Buchman and Donald Ogden Stewart from stage 
lay by Philip Barry: photographed by Franz Planare. Cast: Katharine 
lepburn, Cary Grant, Doris Molan, Lew Ayres, Henry Kohlet; Ann Doran, 
dabel Colcord, Thomas Braidon, George Pauncciort, Maude Hune, Horace 
furphy, Alleen Carlyle.

#### Grand National

		Now Ba	
	Number Number		e Placed Stories in
The state of the s	of Pix Com-		Before Prepara-
	Promised pleted	ing Rooms	Cameras tion
Features	43 11	0 1	31 5
Westerns	22 4	0 1	17 2
Total	65 15		42
Pictures now in		awaiting previous	

"KING OF THE SIERRAS," Condor picture featuring three horses, Rex, heik and Thunder; Frank Gayass, associate producer; directed by Arthurosci, original screen play by Scott Darling; photographed by Tom Galgan, Cast: Frank Campeau, Wally Albright, Morgan Brown, Edward eil, Billy Van Every.

THE SHADOW MURROSCI.

Pell, Billy Van Every.

THE SHADOW MURDER CASE, formerly titled THE SHADOW SPEAKS, produced by Max and Arthur Alexander, directed by Charles SPEAKS, produced by Max and Arthur Alexander, directed by Charles Shadow. Signal screen play by Jack Natteford, photographed by Marcel Shadow, Delia Thomas Jacque, Ashid Allwayn, William Van Brincken, John St. Polis, Thomas Jacque, Ashid Allwayn, William Fawley, Walter Bonn, William Moore, Lou Hern, Tenen Holtz, Lloyd Whitlock, Jack Baxley,

#### Metro

	Nun	her Number	Now N	ow Balance to	Stavias In
1. 1.2 2.4 km	of I	Pix Com-	Shoot- Cu	tting Before	Prepara-
Features .	48		5	3 16	10
Hai Roach.	4 12 15 E	1		_ 2	4 4
Total			. 5	4- 18	14

"LIFE ON THE WATERFRONY, formerly titled "MAN OF THE WATER-FRONT, formerly titled "MADELON," produced by Henry Henigson, directed by James Whale; original by Maurice Bagnol; photographed by Karl Freund. Cast: Wallace Beery, Frank Morgan, Maureen O'Sullivan James Stuart. Cora Witherspoon, Jessie Ralph, Doris Lloyd, Shepherd Strudwick, Larry Lee Russell, E. E. Clive, Roger Moore, Priscilla Lawson.

"SWISS MISS' (Hal Roach), produced by S. S. Van Kauren; directed by John G. Blystone; original by Jean Negulesco and Charles Rogers; screen play, by Felix Adler, James G. Pairott and Charles Moson; photographed by Norbert Brodine and Art Lloyd. Cast: Stan Laurel, Oliver Hardy, Della Lind, Watter Woolf King, Adla Kuznetzoff, Charles Judels, Greta Meyer.

Della Lind, Walter Woolf King, Adia Kuznetzoff, Charles Judels, Greta Meyer.

"TEST FILOT," produced by Louis D. Lighton, directed by Victor Fleming, original by Lt.-Com. Frank Wead, photographed by Ray June, Cast. Clark Gable, Myrna Loy, Spenicer Tracy, Lionel Barrymore, Ted Pearson, Arthur Aylsworth, Claudia Coleman, Priscilla Lawson, Virginia Greta Holden, Samuel S. Hings, Mary Howard, Dee Donlin, Tom Rubertord, Harry Taylor, Brent Sargent, William Arnold.

"UDGE HARDY'S CHILDREN' front office production: directed by Gregge B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on characters created by Autonia Rouvetel, photographe B. Selte, base on the Branch of Michael Control of the Con

Dorothy, Christy, Guy, Bates Post, Corbet Morris, Charles Irwin, Harry Davenport, Hall Cook, Edward Keane, Henry Daniell, Harry, Semels, Henry Allen, Helene Millard, Dario, Piazzo, Eulalie Jay, George Smith, Frank Swales, Broderick Farrell, Mae Busch, Walter Walker, Art Dupris, Joan Mitchell, John Barrymore, Joseph Schildkraut, Albert Van Dekker, Anthony, Warde, Lyons-Wickland, George Houston, Slats' Wyrick, E. Mason-Hopper, Mary Howard, Bern Särgeni, Charles Waldron, Peter Bull, Estler Howard, Alma Kruegor, George Meeker, Leonard Penn, Victor Kilian, John Burton, William Crowell, John Merton, Moroni Colsen, Edward Keane, Guy D'Emiery, Frank McGlynn, Jr., Inez Palange, Theodore Von Eliz, Carl Stockdale.

Keane, Guy D'Emery, Frank McGlynn, Jr., Inez Palange, Theodore Von Eltz, Carl Stockdale.

\*\*THREE COMBADES.\*\* produced by Herman J. Mankiewiez: directed by Frank Borzage; screen play by F. Scott Fitzgerald and E. E. Patanore, Jr.; original story by Erich Maria Remarque; photographed by Joseph Rutten-berg. Cast: Robert Taylor, Margaret Sullavan, Franchot Tone, Robert Young, Henry Hull, Spencer Charters George Offerman, Jr., Sarah Padden, Roger Converse, Ferdinand Munier, Lionel Atwill, George Zucco, Matt Gilman, Guy Kibbee, Charles Grapewin, Esther Muir, Priscilla Lawson, Harvey Clark, Herta Lind, Dorothy Vernon.

\*\*MLLE: FROUEROU.\*\* produced by Merian C. Cooper; directed by Richard Thorper screen play by Zoe Atkins from adaptation of a French dramaby Henri Meilhoc and Ludovic Helevy; photographed by Oliver Massh. Cast: Luise Rainer, Melvyn Douglas, Robert Young, H. B. Warner, Clarence Muse, Libby Taylor, Barbara O'Nelll, Lillian Yarbo, Alma Kruger, Walter Kingsford, Leonard Penn, Margaret Irving, Clinton Rosemond, "TELLOW JACK," produced by Jack Cummings; directed by George Seltz, see ren play by Edward Chodorov; photographed by Lester White. Cast: Robert Montgomery, Virginia Bruee, Alan Curtis, Lewis Stone, Henry Hull, Buddy Ebsen, Sam Levene, Andy Devine, William Henry, Janet Beecher, Phillip Terry, Stanley Ridges.

## Monogram

的第三人称形式 2. 1 mm 2. mm 6. 1 mm 2. 2 mm	The Control of the Co	or may receive a deposit to make	10. 10. 10. 10. 10. 10. 10. 10. 10. 10.
the transfer of the second		Now Balance t	
	Number Number Now		
The Australian St. C.			
	of Pix Com- Shoot		
THE STATE OF THE S	Promised pleted ing	Rooms Camera	s tion
and the second of the first of the	4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
		2 4	100
Westerns	16 10 0	3 3	2
医动脉 医动物 医皮肤		2 14 70 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Total	42 30 0	The Man	. 2
Total		17 11 11 11 11 11 11	

Pictures in the cutting room;
ROSE OF THE RIO GRANDE, produced by Dorothy Reid, directed by William Nigh; screen play by Dorothy Reid and Ralph Bettinson; original story by Johnson McCulley, photographed by Gilbert Warrenton, Cast: Movita, Antonio Moron, Don Alvarad, John Carroll, Lina Basquette, George Cleveland, Gino Corrado, Duncan Renaldo, Martin Garralga, Rose Turich, Carlos Villarias, John Merton, Edwin Brady, Tex Palmer, Blackjack Ward, Roy Bucko, Richard Botiller.

JACK WATS, NOY, BUCKO, KICHARD BOLLIER.

"LAND OF FIGHTING MEN," produced by Maurice Conn; directed by Alan James; original by Stanley Roberts; sereen play by Joseph O'Donnell; photographed by Robert Cline. Cast: Jack Randall, Louise Stanley, Herman, Brix, Dickie Jones, Bob Burns, Wheeler Oakman, Colorado Hillbillies, John Merton, Lane Chandler, Rex Lease.

John Merton, Lane Chandler, Rex Lease.

\*\*PEMALE FUGITIVE, produced by E. B. Derr; directed by William Nigh; original story and sercen play by John T. Neville, and Bennett R. Cohen. Cast. Evelyn Venable, Craig Reynolds, Reed-Hadley, John Kelly, Charlotte Treadway, Reginald Sheffield Rafael Bennett, John Merton; Emmett Vogan, Lee Phelps, Martha Tilbetts, Sam Flint, Fern Emmett, Lynton Wright Brent, Claire Rochelle, Edna Saller.

Lynton Wright Brent, Claire Rochelle, Edna Saller,

"RENEGADE LAW," associate producer, Maurice Conn; directed by Alan
James; original screen play by Fred Myton; photographed by Jack Greenhalgh. Cast Col. Tim McCoy, Betty Compson, John Merton, Alan Bridges,
Tony Paton, Lane Chandler, Joan Barclay, Alan Caven, Olin Francis, Bob
McKenzie, Ralph Peters, Charles Brimley, Enid Parrish, George Hall, Earl
Dwire, Cliff Parkinson; Clyde McLeary, Bert Dillard, Paul LaCava, Jack
Hendrix, Shorty Hendrix.

"ELINY: (Captaline [11]), associate produce. Marine Con-

RIBIN' GENTS' (tentative title), associate producer, Maurice Conn, directed by Sam Newficld, original screen play by Joseph O'Donnell; photographed by Jack Greenhalgh Cast: Col. Tim McCoy, Suzanne Kauren, Karl ktackett, John St. Polis, Charles King, John Metton, Harry Strange, Common, Jack Hendricks.

#### **Paramount**

	2.58 (1.58%)		Now Balance	
14.	Number Nut		in Be Place	
frank i was sing on	of Pix Co		Cutting Before	
	Promised pi		Rooms Camer	as tion
Studio	39 2	9 5	3 2	6
Harry Sherman		5 0	3	6. 675
Emanuel Cohen	3	2 0	130711	5
B. P. Schulberg	8	8	( ) ( ) ( ) ( ) ( )	
	11 PH (0)	7		
Total	57 4			1.5

Total ... 57 44 5 6 2 12

Pictures now in the cutting rooms or awaiting preview are:

"HEART OF ARIZONA, formerly titled "GUN SMOKE," produced by Harry Sherman; directed by Les Selander; original by Clarence E. Mullord; screen play by Norman Houston; photographed by Russell Harian. Cast: William Boyd. George Hayes, Russell Hayden, John Elliott, Billy King, Natalie Moorhead, Dorothy Short, Alden Chase, John Beach, Lane Chandler, Les McMahon.

O'ROON, Major Pletures ormerly titled "THE BADGE OF POLICEMAN O'ROON," Major Pletures production; produced by Emanuel Cohen; disced by Frank Tuttle; original by O' Henry; screen 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, Ruf; Davis.

"BAR 29 JUSTICE: formerly titled "DEPUTY SHERIFF," produced by Harry Sherman; directed by Les Selander; original story by Clarence E. Mullord; screen play by Arnold Belgrade; photographed by Russell Harn. Cast: William Boyd, George Hayes, Russell Hayden, Gwen Gaze, William Bourean, Walter Long, Faul Sutton, Fat Q'Brien, Joseph De Stefani.

John Beach.

"COLLEGE SWING, produced by Lewis E. Gensler, directed by Raoul Walth, screen play by Walter De Leon and F Jucis Martin, based on adaptation by Frederick Hazilt Brennan of an idea by Ted Lesser; photographed by Victor Milner. Cast Martha Raye, George Burns, and Gracie Allen. Bob Hope, Charles Butterworth, Ben Bluc, Edward Everett Hotton, Florence George, Betty Grable, Jackie Coorgan, Nell Kelly, Slate Brothers, Skinny Ennis, Charles Trowbridge, John Payne, June Ray, St. Brendans, Choristers, Cecil Cunningham, Tully Marshall, Irving Bacon, Jerry Colonna.

Choristers, Cecil Cunninghain, Tully Marshall, Irving Bacon, Jerry Colonna Jerry Bergen.

'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, Glenda Farrell, Lewis Stone, Porter Hall, Esther Dale, Joseph Sawyer, Ferdinand Grittschalk, Bert Roach, Rolfe Sedan, Hooper Atchley, PROFESSOR BEWARE, produced by Harold Lloyd, directed by Ellioni, Nument, screen play by Professor Beware, March March 1998, 1998

#### Cuffo Shooting

(Continued from page 5)

under the scheme will do much to offset the continually mounting costs picture-making. It ill enable studios to take fuller advantage of the time of their contract stars and character players. Heavy savings will also be made on other talent expenditures, it has been pointedout, particularly in the case of free-lance players, who can be had at a lower weekly wage two and three-film deals than when sum-moned by a studio for single as-signment.

#### Who's Got a Title?

Who's Get a Title?

Title changing, often done in the past on the eve of the release of a production, will be eliminated by the carlier readying of scripts, the efficiency experts insist, because operation of the plan will permit New York exces, especially those in the sales department of the various companies, to offer their name objections and suggestions before a picture is even cast.

panies, to offer their name objections and suggestions before a picture is even cast.

One recent glaring example of wasted publicity was on Warners new Kay Francis picture, which hit the sound stages as "Lovely Lady," became 'Woman Habit' after great robs of studio press matter had found its way into the public prints and ended up as 'Secrets of an Actress.' Another that was widely called to the attention of prospective customers under a variety of names was Wallace Beery's newest film, which hit the starting line as 'Madelon,' became 'Life on the Waterfront' at the half-way mark, and was 're-christened' Port of the Seven Seng in the last few feet of the home stretch record Port of the Seven Seng in the last few feet of the home stretch Republic has had an epidenic of retagging in recent weeks, two of its unreleased pictures having had three titles each slice going into production, with possibilities of more changes before they reach the exchanges, Indie concern's feature which started as 'The Gentleman from London' was next known: Capital Punishment' and is now 'Invisible Enemy.' Same studios' Switt Lighting's became Thunder in Alaska,' with the latter: title slince giving way to 'Call of the Yukon.'

Halt has also been called the widespread practice of production bosses paying heavy coin for hit lays, novels and magazine serials, then scrapping titles that have been indelibly fixed in the minds of roil lions of theatre-goers and book and mag readers. Business pepper-uppers are also shouting for a bigger play among the screen credits and in nublicity and advertising for the inmes of established authors whose wortes become the basis for picture scripts. Idea is to each in on the trade of the hordes who follow their stogs offerings and printed successes.

Dusting Off Old Ones

the hordes who follow their stags offerings and printed successes.

Dusting Off Old Ones

Added evidence of the new seriousness with which studio mogula are taking their responsibilities reflected in the eagerness with which they are dragging off the shelves yarns formerly considered as too worrisome for vehicles. Paramount currently has in production 'Snawn of the North,' a saga of the sulmon fishermen, which gathered dust in the story department for four years, Another vetram of the fles is 'Men with Wings' sequel to Paramount's successful 'Wings' of 11 years ago, background shots for which are now being filmed, with cast members notified to be on hand for an April 15 start. A third is 'The Light That Failed,' purchased several years before the death of its author, Rudyard Kipling, and which will finally be converted into a talker during til coming summer. Fourth of Paramount's long-on-handers is 'Kichiefit coming summer. Fourth of Pura-mount's long-on-handers is 'Knight's of the Round Table,' for which Tal-bot Jennings is now writing the

script.

RKO is undertaking Gunga Di a property it has owned for a long while, one of its more claburate undertakings for its 1930-39 state, Howard Hawks will, produce and discret under Pandro Berman's guidance, with a cast including Douglas Pairbanks, Jr. Richard Dix, Cary Grant and possibly James Carney, Grant and possibly James Carney, for the loan of whom negotiations are now under way with Warners.

#### 'Curie' at Long Last

'Curie' at Long Last,
Universal will put 'Midiame Curie',
a biography it has owned for several
years, into work, before the middle,
of summer. Irene, Dunne, will have,
the title role, Same occanization
also again 'mulling the idee of doing,
'Hippodrome' and remaking 'Piantom of the Opera,' the latter a holdfrom silent days. 'Hippodrome'
was purchased two years ago.

Action

on

the

screen!

Action

at

the

box-office

**JEANETTE** 

MACDONALD NELSON

EDDY

THE

GIRL

GOLDEN Glorious! OE THE

100%

M-G-M 1938-39

## Advance Production Chart

(Continued from page 21)

Sidney, Barton MacLane, Roscoe Karns, Harry Carey, Robert Cummings, Warren Hymer, Guinn Big Boy Williams, Carol Paige, Vera Gordon, Matt McHugh, Paul Newlan, Bernadene Hayes, George E. Stone, Cecil Cunning-lam, Margaret Randall, Jack Mulhall, Julia Faye, Arthur Hoyt, Harlan Briggs, Joyce Compton, Edward Pawley, Fern, Emmett, Janaita Guigley, Joe Gray, William B. Davidson, Adrain Morris, Roger Gray, Egon Brecher, Paul Newlan.

Joe Gray, William B. Davidson, Adrain Morris, Roger Gray, Egon Brecher, Taul Newlan.

TROPIC HOLIDAY, produced by Arthur Hornblow. Jr.; directed by Theodore Reed; original by Don Hartman and Frank Butler, John C. Mornitt and Dule Atteberry; photographed by Ted Tetzlaff, Cast: Dorothy Lamouir, Ray Millard, Martha Raye, Bob Blurns, Tito Guizar, Binnie Barnes, Peptio, Michael Visarofi, Bobbie Moya, Ascension and Del Rios, Peptio, Michael Visarofi, Bobbie Moya, Ascension and Del Rose, Tenton Berger, Bobbie Moya, Ascension and Del Rose, Caster, Shelia David, Marima Bond, Roberto Soto, Jesus Topetes, Pulla DecG. Bor. Cristobal Marimba Band, Roberto Soto, Jesus Topetes, Pulla DecG. Bor. Cristobal Marimba Band, Roberto Burton, Paul Lopez, Chris Pin Marthi, Fortunio Bonia Nova, Dilnean Renaldo, Jose Fernandez, Matt McHigh.

'COCOANUT GROVE, produced by George Arthur, directed by Altred Santell, original screen play by Sy. Bartlett and Olive Cooper; photographed by Leo Tover. Cast: Fred MacMurray, Harriett Hilliard, Yacht Club Boys, Ben Blue, Billy Lee, Rufe Davis, Harry Owens and his Royal Hawaiian orchestra, George Walcott, Dorothy Howe, Red Stanley, Eve Arden, Lester Allen, Paul Newlan, Roy Gordon, William B. Davidson.

"THE TEXANS,' formerly titled 'MARCHING HERDS,' produced by Lucien Hubbard, directed by James Hogan; no writing credits released as yet; photographed by Harry Fischbeck. Cast; Randolph Scott, Joan Benett, May Robson, Robert Cummings, Harvey Stephens, Robert Barrat, Walter Brennan, Raymond Hatton, Tilo Guizar, Ray Middleton.

water Brennan, Raymond Hatton, Tito Guizar, Ray Middleton.

'CRIME GIVES ORDERS, produced by Hanold Hurley; directed by Louis
King, no writing credits released as yet; photographed by Victor Milner,
Cast: Lloyd Nolan, Mary Carlisle, Lynne Overman, J. Carrol Naish, Larry
Crabbe, Anthony Quinn, Johnny Downs, Regis Toomey; Delmar: Watson,
Dorothy Peterson, Fern Emmett, Lu Miller, George Davis, Hooper Atchley,
Laurie Lane, Mary Parker, Dick Rush, Howard Mitchell, Zeffie Tilbury,
Phil Warren, Robert E, Homans, Stanley Price, Jack Dunn, Richard Denning, Jack Hubbard, Archie Twitchell, Laurie Lane, Ruth Rogers.

# RKO-Radie

	Number Number		Now Balance to			
			Before Prepara-			
	Promised pleted		Cameras tion			
Studio	43 27	2 4	10 13			
Condor Sol Lesser						
David Loew	2 2					
Walt Disney	1 1	1 •				
Total	55 32	3	17 16			

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.

Robert De Grasse. Cast Ginger Rogera. Dougles Fairbanks, Jt., Richard Red' Skelton, Peggy Conklin, Eve Arden, Lucille Ball.

THE JOY OF LIVING, formerly titled 'THE JOY OF LOVING, produced by Pelix Young directed by Tay Gamett original story and lyreby belix Young directed by Tay Gamett original story and lyreby by Herbert and Dorothy Fields; screen play by Gene Towne and Graham Baker; score by Jerome Kenn: photographed by Joseph Walker. Cast: Irene Dunne, Douglas Fairbanks, Jr., Alice Brady, Guy Kibbee, Lucille Ball, Jean Dixon, Eric Blore. Warren Hymer, Fuzzy Knight, Charles Williams, Joe Hickey, Harris Gordon, Bert Roach.

'GO CHASE TOURSELF! formerly titled 'ROLLING STONES', produced by Robert Sisk; directed by Edward Cline; original story by Walter O'Keefe; screen play by Bert Granet and Paul Yawitz; photographed by Jack MacKenzie. Cast: Joe Penner, Lucille Ball, June Travis, Fritz Feld, Granville Bates, George Irving, Bradley Page, Richard Lane, Tom Kennedy, Margaret Armstrong, Jack Carson, Frank M. Thomas, Ted Oliver, George Shelley, Athur Stone, Fred Schaeffer, Billy Dooley, Max Hoffman, Jr., Monte Vandergrift, Georgia O'Dowell, Donald Kerr, Bob Thatcher, Otto Fries, Ethel Wales, James Farley, Chester Clute, Sam Lufkin, Robert Nist, Eddie Hearn, Reed Howes, Phillip Morris, Lynton Wright Brent, Alan Bruce. Robert Stone, Bill Carson, John Ince, John Rand, Edith Craig, Bobby Watson.

\*\*VIVACIOUS LADY, produced by Pandro S. Bernan, directed by George

Böbby Watson.

"VIVACIOUS LABY, produced by Pandro S. Berman, directed by George
Stevens, screen play by Anne Morrison Chapin and Kay Van Riper from
novel by I. A. R. Wylie, photographed by Robert De Grasse. Cast. Ginger
Rogers, James Stewart, James Billson, Jack Carson, Phyllis Kennedy, Spenser Charters, Ray Mayer, Maude Eburne, Phyod Shackleford, Alec Craig,
Beulah Bondi, Charles Coburn, Frances Mercer, Grady Sutton, Franklin
Panathora,

watue, noy Asinor, Jean Cleveland, Harry Dupp.

\*\*BLIND ALBIL', produced by Cliff Reid; directed by Lew Landers; original by William J. Cowan: screen play by Lionel Houser; photographed by Nicholas Muscarca. Cast Richard Dix, Whitney Bourne, Eduardo Ciannelli, Frances Mercer, Paul Guilfoyle, Richard Lane, Jack Arnold, Walter Miller, George Shelley, George Irving.

#### Republic

Number Number Now Balance to in Be Placed Stories in of Pix Com-Shoot Cutting Before Prepara-Promised picted in Rooms Cameras tion 52 21 3 21 24

Pictures now in the cutting rooms awaiting preview are:

'DESERT 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.
Ray Corrigan, Bob Livingston, Stewart McGowan, ordinal story by Stuart
Palmers photographed by Stewart McGowan, ordinal story by Stuart
Palmers photographed by Stewart McGowan, ordinal story by Stuart
Palmers photographed by English Stewart McGowan, ordinal story by Stuart
Palmers photographed by Stewart McGowan, ordinal story by Stuart
Palmers photographed by Stewart McGowan, ordinal story by Stuart
Palmers Papper, Smiley Burnette, Jammy Wallington, Charles Williams, James Spottswood.

TRIESON. NURSE, produced by Herman Schlom, directed by James PRISON. NURSE, produced by Herman Schlom, directed by James Could be the American Schlom, and the James Marsh, Bernadine Hayes, Ray Mayer, Ben Weldon, Addison Richards, John Arledge, Frank Reicher, Fred Kohler, Jr., Minciva Urccal, Lee Phelps, Norman Willis, Jack C. Smith, Monte Montague.

'CAPITAL PUNISHMENT, formerly titled THE GENTLEMAN FROM LONDON, Produced and directed by John Auer, original by Albert J. Cohen, and Robert Shannon; screen play by Cohen and George Yates, photographed by Jack Marta. Cast C. Henry Gordon, Herbert Mundi, Alan Marshall, Tala Birell, Elsa Buchanan Gerald Oliver Smith, George Sovel, Leonard Willey, Keith Kenneth, Mady Corell, Ivan Simpson, Dwight Fire, Ian MacLaren.

"FIRE OVER THE WATERFRONT, produced by Herman Schlom: di-rected by Joe Kane; original by Alex Gottlieb and Norman Burnstine; seveen play by Gottlieb Burnstine, Stoseph Hoftman and Peggy Thompsor; blotographed by Ernest Miller. Cast Jickie Moran, Rosalind Keith, Bob Livingslon, Warren Hymr, Clay Clement, Jack LaRue, Schmer Jackson,

Dick Wessell, Henry Hale, Emory Parnell, Walter Sande, Jack Rice, Donald Kerr, Howard Hickman, George Floyd:

"OUTLAWS OF SOMORA, produced by Sol Siegel, directed by George Sherman; seveen play by Betty Burbridge and Edmund Kelso; original by Betty Burbridge and Edmund Kelso; original by Betty Burbridge; photographed by William Nobeloc Cast. Bob Livingston, Ray Corrigan, Max Techine; Can' Joyce, Jack Mülhall, Frank La Rue, Ralph, Ray Corrigan, Max Techine; Can' Joyce, Jack Mülhall, Frank La Rue, Ralph, Peters, Edwin Mordeum, Torn Ladon, Jack Tingram, George Cheseboro, Merrill McCormick, Olis, Haritan, Stellar Felulto, Gloria Rich, Curley, Dreeden, Fenton Taylor, Art, Dillard, Jack Kirk, Tommy Coats, Joe Baich, Buel Bryant, Forest Burns.

Bryant, Forest Burns.

"THUNDER IN ALASKA," formerly tilled 'SWIFT LIGHTNING," produced by Armand Schaefer; directed by Breezy Eason; from story by James Oliver Curwood, sereen play by Gertrude Orr and William Bartlett, photographed by Ernest Miller, Cast: Richard Arl-1, Lyle Talbot, Beverly Roberts, Emory Parnell, Al St. John, Cary Owen, Ivan Miller, James Lona, Anthony Hughes, Jules Cowels, Billy Dooley, Francis Sayles, Sherry Hall, Joe Ince, Silver-Wolf- and Firefly (canines). Tuffy and Ruffy (bears).

#### Republic Pictures Now in Production

FIGHTING DEVIL DOGS' (serial), produced by Robert Beche; directed by William Witney and Jack English; original screen-play by Barry Shipman, Ronald Davidson, Franklyn Adreon and Sol Shory; photographed by William Nobles. Cast: Lee Powell, Herman Brix, Eleanor Siewart, Hugh Sothern, Montagu, Leve, Sam Flint, John Davidson, Monte Montague, Henry Otho, Forrest Taylor, Billy MacGowan, Edmund Cobb, Perry Ivins, Tom London, 'Alan Gregg, Edward Foster, Al Taylor, Allan Mathews, Reed Howes, Dick Thane.

towes, Dick Thane,

"ROMANCE ON THE BUN, produced by Herman Schlom: directed by

us Meills; screen play by Jack Townley; photographed by Ernest Miller,

ast: Donald Woods, Patricia Ellis, Craig Reynolds, Grace Bradley, Ed
ard Brophy, William Bemarest, Andrew Tombes, Granville Bates.

UNDER WESTERN SKIES, formerly titled Washington Cowboy, pro-uced by Charles E. Ford, directed by Joseph Kane; no writing credits as et; photographed by Jack Marta. Cast: Roy, Rogers, Smiley Burnette, arl Dwire, Roy Bucko, Jean Fowler, Slim Whitaker, Dora Clement.

#### 20th Century-Fox

i	Now Balance to
	Number Number Now in Be Placed Storles in
	of Pix. Com- Shoot- Cutting Before Prepara- Promised pleted ing Rooms Cameras tion
١	Studio
ŀ	Sol Lesser 6 4 0 0 2 2
	Total
ŀ	[발생] 전통 그 사람이 하시네요. [발생] 10 시간 [발생] 시 시간 10 시간 1

Pictures in the cutting rooms or awaiting previews are;

"RASCAL, formerly titled 'LITTLE GYPSY,' formerly titled 'GYPSY,'
produced by John Sione; directed by Bruce Humberstone: original screen
play by Robert Ellis and Helen Logan; photographed by Edward Conjager,
Cast: Jane Withers, Borrah Minevitch, Rochelle Hudson, Stefi Duna, Robert Wilcox, Paul Stanton.

cast: Jane Witners, Borran Minevitch, Rochelle Hudson, Steffi Duna, Robert Wilcox, Paul Stanton.

\*KIDNAFPED, produced by Kenneth Macgowan, directed by Al Werker; no writing credits as yet available. Cast: Warner Baxter, 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, C. Aubrey, Smith, Reginald Owen, Nigel Bruce, Arthur Hohl, Halliwell Hobbes, H. B. Warner, Eric Wilton, York Sherwood, Gordon Hart, Montagu Love, Colin Kenny, John Graham Spacey, Keith G. Kenneth, John Rogers, Thomas London.

\*FOUR MEN AND A PRAYER, produced by Kenneth Macgowan; directed by John Ford; screen play by Richard Sherman, Sonya Lewica and Walter Ferris, from book by David Garth; photographed by Ernest Palmer: Cast: Loretta Young, Richard Green, Reginald Denny, George Sanders, William Henry, Allan Hale, David Niven, J. Edward Bromberg, C. Aubrey, Smith, Barry Fitzgerald, Claude King, Berton Churchill; John Carradine, Cecil Cunningham, Selmer Jackson, Will Stanton, Mary Forbes, Edgar Norton, Jean Fenwick, Phyllis Clare, Vessey O'Davoren, Russ Clark, George Regas, Francisco Maran.

Regas, Francisco Maran.

\*\*RENTUCRY MOONSHINE.\*\* produced by Kenneth Macgowan, directed by David Butler: screen play by Arf. Arthur and M. M. Musselman, original by M. M. Musselman and Jack Lait, Jr.; music and byrigs spread original by M. M. Musselman and Jack Lait, Jr.; music and byrigs spread and Sidney D. Mitchell; photographed by Robort Planck. Cast: Ritz Brothers, Tony Martin, Marjorie Weaver, Wally Vernon, William Demarest, Claude Allister, Slim Summerville, John Carradine, Berfon Churchill, Eddic Collins, Paul Stanton, Francis Ford, J. Edward Bromberg, Si Jenks, Olin Howland, Mary Treen, Guy Wilkerson, Frank McGlynn, Jr.; Cerl Cunningham, Jack Norton, Allen Wood, Arthur Aylesworth, Paddy O'Flynn, Jack Gargan, Lester Dorr, Walter Maher, Sherry Hall, Dick French, Milton Kibbee,

#### 20th-Fox Pictures Now in Production

20th-Fox Pictures Now in Production

'JOSETTE, produced by Gene Markey; directed by Allan Dwan; screen play by James Edward Grant; based on play by Paul Frank and Georg Fraser; from story by Ladislaus Vadnai; phoptographed by John Mescall, Cast: Simone Simon, Don Ameche, Robert Young, Bert Lahr, Joan Davis, Tala Birell, Paul Hurst, Jayne Regan, Lillian Porter, Paul McVey, Zeffer Tilbury, William Collier, Sr.

'ALEXANDER'S RAGTIME BAND,' produced by Harry Joe Brown; directed by Henry King; screen play by Lamar Trotti and Kathryn Scola; music and lyrics by Irving Berlin; photographed by Peverell Marley. Cast: Tyrone Power, Alice Faye, Don Ameche, Ethel Merman, Jack Haley, Marjorie Weaver, Jean Hersholt, Helen Westley, John Carradine, Douglas Fowley, Chick Chandler, Paul Hurst, Wally Vernon, Eddie Collins, The King's Men. Stanley Andrews, Jack Pennick, Robert Gleckler, Donald Kerr, Don Barclay, Ruth Warren, the Cansinos, Raibn Dumo, Otto Fries, Harry Tyler, Swillians, Soseph Crehan, Tyler Brooks, Albert Morin.

'LITTLE MISS. BROADWAY,' produced by David Hempstead; directed by Inving Cummings; no writing credits as yet released; photographed by Jane Darwell, Edward Ellis, Brewster Twins, Eddie, Colling, Gernedd Olive Brasno, the Brian Sisters, Charley, Williams, Edna Mac Oliver, Jane Darwell, Edward Ellis, Brewster Twins, Eddie, March, Gerended Olive Brasno, the Brian Sisters, Charley, Williams, Edna Mac Oliver, Jane Darwell, Edward Ellis, Brewster Twins, Eddie, March, Rube Schaefer troupe, Jack Schaller, Frank Dae, Russell Hicks, Joseph De Siefani, Leila Melntyte, Jerry Colonna, Syd Saylor.

"Hit BATTLE OF BROADWAY,' produced by Sol M. Wurtzel; directed to General Barter, Claude Gillingway, Develow and John Patrick; imports."

McIntyre, Jerry Colonna, Syd Saylor.

"THE BATTLE OF BROADWAY, produced by Sol M. Wurtzel; directed by George Marshall; screen play by Lou Breslow and John Patrick; photographed by Barney McGill. Cast, Victor McLaglen, Brian Donley, Sammy, Cohen, Esther Muir, Louise Hovick, Raymond Walburn, Lynn Bari, Robert Kellard, Hattle McDaniel, Jane Darwell, Edward J. Holden (Frank Watshabec of radio), Wesley Barry, Eugene Borden, Frank Moran, Paul Trying, Carlon, Paul Trying,

RACING BLOOD, produced by Jerry Hoffman, directed by Joth Browers screen play by Robert Ellis and Heien Logan; photographed by Edward Snyder. Cast Michael Whalen, Lynn Bari, Maryin Stephens, Henry Ar-Suyder, Cast Michael Whalen, Lynn Bari, Maryin Stephens, Henry Ar-Bleanor Virzie, Ben Stilphen, Betty Greco, Dennis Moore, Eddie Emerson.

#### United Artists

	Now Balance to
,	Number Number Now in Be Placed Stories i of Pix Com- Shoot- Cutting Before Prepara-
	Promised pieted ing Rooms Cameras tion
	Samuel Goldwyn 6 6 0 0 0 0
	Alexander Kords. 6 0 0
•	Selznick 2
	Walter Wanger 3
ĺ	Chaplin 1 0 0 1
	London Films
	[[기가입사] 회사 회사 및 기가 유럽하게 만들었다. 저는데 다른 교육을 하지만 모른 살이다. 점점
	Total 34 13 1 0 20 30
	UA Pictures Now in Production
a I	CA rictures now in Production

UA Pictures Now in Production
THE ADVENTURESS, formerly titled THE RIVER IS BLUE, produced
by Walter Wanger, directed by William Dieterle; original screen play by
John Howard Lawson; photographed by Rudolph Mate. Cast; Henry Fonda,
Maddelene Carroll, Loc Carrillo, John Halliday, Vladimir, Sokoloff, Robert
Warwick, Reginald Denny, Katharine DeMille, Peter Godfrey, William B.

(Continued on page 26)

#### Writers on Cuts

(Continued from page

will be adopted by the SWG at mass meeting tomorrow (Wed, ) if they returned in time.

While one-year provision drafted to prevent any attempt by newcomers to grab control of the SWG executive board, if also would apply to members of the SP wino might desire to affiliate with the Guild. Guild.

Guild.

When the new by-laws are adopted the Guild will then be in a position to press for a decision by the National Labor Relations Board on Guild's request for an election of screen writers to select a bargaining representative. Such request has been deferred until SWG was incorporated as a California corporation and had secured approval of its new by-laws.

y-laws. Old foud between Alice Brady and Old koud between Alice Bridy and works. Equity may be settled this work at conferences between the actress and E. A. Flezgerald, Coast-conciliator for the U. S. Department of Labor: Payment by Miss. Brady of \$1,000 assessment levied against her by Equity would pay way for the to\_join the Sected Actors Guildand be reinstated in Equity. Situation was reopened when representatives of actress sent an quiry to U. S. Labor. Department, which promptly assigned Fitzegerald to conciliate matter. Fitzgerald huddled with Kenneth Thomson, of SAG, but was called into action in harbot leup before he could talk with Miss Brady.

Brady,
That Brady-Equity Mixup

That Brady-Equity Mixup
Controversy started when Miss
Brady was suspended by Equity for
ignoring instruction to join the SAG.
The situation was complicated when
she used an advertising agency for
unauthorized use of her photo. She
was awarded \$1,000, but agency,
which had a fieup with Equity, demanded to be reimbursed by that
organization Equity paid the mouey
and then insisted Miss Brady make
good the amount. She refused.
Plans for drive to organize actors and workers in film industry in,
Sweden were disclosed here this
week at conference between Kenneth
Thomson and Perr-Axel Branner,
president of the Swedish Legitimale
Actors Association. Branner said organization has contracts covering
legitimate players, but has not yet
organized studios, although 40 prouctions were turned out last year.

Branner said organization has been

Branner said organization has been

ductions were turned out last year.

Branner said organization has been in existence since 1894 and has a cash reserve of \$500,000. An interchange arrangement between SAG and Swedish organization will be worked out as soon as foreign studies are organized.

Herbert Sorrell, business representative of Motion Picture Painters Local 644, is, in Lafayette, Ind. to appear before executive council of international Brotherhood of Painters, Decorators and Paperthangers of America. He will ask the board to clarify jurisdictional lines to give Local 644 control over all studio workers who handle a paint brush. If board oakays request Local 644 will demand that scenic artists, sign writers, ct al., come into organization. They also will as producer to amend present contract to include latter classifications. Several scenic artists have joined Local 644 since their charter was litted by the IBPDP, but others have been attempting to form a new organization. Charter was lifted because of non-Charter was lifted because of non-

IBPDP, but others have been attempting to form a new organization. Charter was lifted because of non-payment of per capita taxes to internation! body.

Interest in the Junior Screen Actors Guild is, now centered on, the election of officers scheduled April 10. Nominations closed Friday (18), with more than 100 candidates in the field for the 33 directors posts. Eleven will be elected for a ferm of three years, 110 or two years and 11 for one year. Officers will be selected from the stuccessful directors. Following demand o, extras and

ed from the successful directors. Following demand o, extras and others that expenses of organizations be curtailed. SAG has decided to cose publication of Screen Guild after currel; issue. Magazine will be continued in Naphlet form, minimadvertising, to keep members advised of Guild activities.

#### TITLE CHANGES

Hollywood, March. 22.
Warners switched Little Largy
Luck to Little Miss Thoroughney.
Universal substituted Riot Pairs!
On Hell's Kitchen Has a Pantry.
Metro two-recler, filmed as Billy
Rose's Casa Mannan Revite, will
released as Billy Rose's Texas Re-

reicased as built over the victor of the Town (In the Town of the Town of the Town of the the the victor of the vi

# MOVING INTO RADIO GITY TOMORROW!



It's the show the Music Hall picked as big enough to follow 'Jezebel'!

## **Bud Lollier on How to Win Friends** And Influence B.O.; Talk at U.S.C.

Los Angeles, March 22.
Students attending the University
of Southern California's special
course in motion picture distribution, conducted under supervision of Charles A. Buckley of the Fox-West Coast legal department, were given an earful of detail concerning theatre operation with which the public generally is unfamiliar, when W. H. Bud). Lollier, F-WC tax and realty managen, batted for Pete Smith at last Wednesday night's (16) session. Lollier's talk, running a full hour, covered real estate, taxation, insurnice and good will.

Some of the angles discussed by Lollier in his talk on real estate covered the land, building and equipment, details of how theatres are acquired, valuations, parking facilities, neighborhood conditions, street car service, department stores, count of traffic, both pedestrian and auto, building restrictions, drainage and multiple other angles necessary to insure success of a venture.

Discussing taxes he spresented a breakdown of land and building percenteres compared to personal property and other items. He told how, assessments are made, how tax rates are set, outlined special assessments which theatres are called upon to pay and gave a brief resume of others and attorneys specializing in this type of work.

Insurance problems, costs, liability, holdup and other forms of burglary protection and payment of premiums were detailed fully.

How to Build Good Will

In final bracket of his address, Lolconducted under supervision of Charles A. Buckley of the Fox-West

were detailed fully.

How to Build Good Will

In final bracket of his address, Lollies stressed the importance of good
will, which he described as a theafree principal asset. Some of the
ways by which good will may be obtained were outlined by the speaker
as by the type of merchandise served, service, courteous treatment, fairnes

He pointed out that theatre owners or managers should meet and know-people, particularly in the smaller towns. Theatre men, he stressed, should be friendly and work whole-heartedly with women's clubs, Par-ent-Teacher associations and kindred bodies, because women spend 80% of their husband's income, they send the children to the theatre and the attend and bring their husbands with

them
Priendliness with ministers, who
are leaders of various groups, school
authorities and teachers; chamber of
commerce members, as well as members of all service bodies, should be
cuttivated by managers. Latter, he
said, should zealously refuse to permit observed sime. mit obscene over-sexed films being shown on their screens, never permit anything 'off-color' on the stage and strive to offer only clean, wholesome entertainment.

wholesome entertainment.
Cultivation The Boys'
Cultivation of local city officials was strongly urged. House operators were told to talk to officials about business, pictures, investment, taxes, payrolls and other local expenditures. Theatres, Lollier said, spend money, so public officials should be told about it at every opportunity.
Newspapermen, particularly in the small towns, important friends for a theatre to have, so are bankers

Newspapermen, particularly in the small towns; important friends for a theatre to have, so are bankers and merchants, police and fire department heads, health officers, councilmen, as well as county, state and national representatives. All should be impressed with the importance of each individual theatre operation. Theatres should be one of the first to ofter aid, in times of major catas-

Ure you using MAKE UP TO THE BEST ADVANTAGE? Sand NOW for FREE copy of remorkable new booklet from the left at a stance except year and the left at a stance except year and the left at a stance except year and the left at a stance of the left and the left at a stance of the left and the left and proceed and the left at a stance of the left and the left and left Teini 5 430 AND CALEST MEN YORK CITY

trophes, the class was told by Lol-lier. Work with the newspapers, ministers, mayor, women's clubs and others, he said, and put on a mid-night benefit show for the cause, if possible. Show good will, he insisted, what It means, making friends, being courteous, fair, honest, dealing impartially with the public, and fair and honest with employees.

Barrett C. Klesling, of Metro's Coast publicity, gave a talk last night (Tuesday) at Hunter College, N. Y., on 'Motion Picture Technique.' Kles-ling is about to start on a countrywide tour, visiting important news-papers in each city and conferring with editors about special copy from Hollywood.

#### POOL ON G.O.H. AND RKO 23D ST. THEATRES, N. Y.

The rebuilding of the old Grand volve \$1,000,000 but the theatre, when volve \$1,000,000 but the theatre, when it is ready to open, will not play vaudeville. G.O.H. was a vaude stadeville. G.O.H. was a vaude stadeville are under independent operation. RKO will make the house a first neighborhood, giving it product day-and-date with the Palace, 81st St., and other. 'A' theatres of the Greater NY, string.

of the Greater N.Y. string.
When the G.O.H. is ready to open around Sept. 1, the Harrison Amuser Co., operators of it for many years, will take over the old Proctors 23d. St. in, association with -RKO. The G.O.H., at that time, will be operated abolts, w. BKO. Strainers Association. by RKO, Harrison association there.

#### Philly's Drive for Good Friday's 3-Hr. Shutdown

Philadelphia, March 22,

Attempt again being made here this year to get all pix houses to shutter from 12 noon until 3 p.m. on Good Friday (April 15), Members of Citizens: Good Friday Observance Committee have sent letters to all operators asking them to observe the closing.

Idea was first tried here last year, with about half the houses co-oping.

#### Sub-Subsid Corps.

The formation of supplemental subsidiary companies is the latest wrinkle with large theatre chains. The separate units may be operated on their own and in some cases where thi is being done or planned the units are acquiring or building theatres. theatres.

One of these sub-circuits has been set up by Balaban & Katz, with Harry Balaban, brother of John, operator of B&K, in charge. The Esquire, in Chicago, was just recently opened by this subsidiary B&K mills.

#### Vet Exhib Retiring

Philadelphia, March 22.
John F. McMahon, one of Philly's earliest exhibs and oldest in years of service. will retire from the industry April 1. In the exhibition hiz for more than 35 years, he has operated eight houses during that time. His first was the Avenue, Manayunk, and his last the Walton, which he has run for more than 20 years.
It was recently purchased from him by Affiliated Theatres Circuit, Inc. McMahon is past 70.

#### \$634 Nabe's Stickup

Rochester, N. Y., March 22. Rochester, N. Y., March 22.
Cracksmen smashed safe in the
Murray theatre, nabe, and got away
with \$634 in cash. Discovery made
at 3:30 a. m. when carting company
stopped to pick up a box of film.
Police were unable to find finger-

Police were thable to into inger-prints or other clues. Four years ago, Manager William Tishkoff said, a similar break netted

Philadelphia, March 22. Burglars broke into the Ralace here Sunday night, blew open the safe and riffed it of about \$300. Robbery was discovered by police early Monday morning

## Neely Analysis

(Continued from page 7)

has been noticeable, in the past year particularly, that the time period be-tween shipment of films from the Hollywood studios and theatre show-

Hollywood-studios and theatre showings in first release has been lessened to a marked degree. Dual exhibiting has made its inroads into film reserves, and with few exceptions, every exchange the domestic area books pictures immediately on arrival from the Coast. If each of the eight major panies, it was declared, would find it necessary to quicken production to the point of having only five features in reserve. Order to comply with the Neely synopsis rule, the negative investment would amount to nearly \$20,000,000 above present-requirements.

requirements.

At the present time neither inde-pendent nor affiliated theatres particpendent nor affiliated theatres participate in production financing. Film business is operated on a cash basis. There is no system of credits, cost distribution or rediscounting such as prevail in many major industries. The Neely bill, it is declared, would force films to intra-industry financing, completely revolutionary development.

Okla. Exhibs Agin 7t
Oklahoma City, March 22.
Oklahoma MPTOA members, under the leadership of Morris Loewenstein, stage prexy, have contacted the state's representatives in Congress, asking their support defeating the Neely anti-block booking.
bill.
Loewenstein

Isating the Neely anti-block booking bill.

Loewenstein, who also serves as national secretary for MPTOA, states that the Oklahona members are supporting Ed Kuykendall's statement in his-recent letters to exhibitors that there is no condition in the industry which could not be better corrected by the producer or theatre owner than by any type of legislation. Kuykendall's tresses the fact in these letters that distributors could go a long way toward correcting booking, evils by acceding to the 20% cancellation clause which is one of the 10-point objectives of the MPTOA program.

the MPTOA program.

It has been learned, Loewenstein

It has been learned, Loewenstein says, that proponents of the measure are seeking support through chambers of commerce, P.T.A. and other organizations in their efforts to gain strength favorable to its passage. In summing up his views on the subject, Loewenstein states that 'exhibitors must realize that Governmental political entanglements can only create grave danger to the theatre owner and his interests. We hope that the individual will meet this crisis by putting forth his personal effort in this matter.

#### Par May Shutter Its 4,200-Seat Minnesota

4,200-Seat Minnesota
Minneapolis, March 22.
Current developments, including
the spotting of a number of underlined important pictures into other,
theatres, indicate that ParamountSinger will-close its 4,200-seat accde luxe Minnesota shortly. John J.
Friedl, general manager of the circuit, admits 'it's possible' although
otherwise uncertain.
A few weeks ago Par served
notice on the owners of the theatre
that it will relinquish it next year.
Under the terms of the present lease
operation of the big theatre has been
unprofitable and Friedl declared
that its retention threatened the
solvency of the entire circuit.

#### Granlund's Film Bid

Chicago, March 22.
Arthur Willi in town discussing a deal with NTG (Nils Granlund) for the mc, and producer to go to the Coast as consultant on musical pictures for RKO.
NTG would also work on new production ideas.

#### Two Pix for Coburn

Hollywood, March 22.
Metro has set Charles Coburn, legit actor, for roles in Yellow Jack and Lord Jeff.
Upon completion of the assignments, Coburn will head for Schenettady to participate in the Mohawk Drama Festival, opening June 1.

#### WEAD SHUTTLES BACK

Mind Shuffles BACK [Jollywood, March 22, Commander Frank W. Wead, ob-tained his release from Columbia and moved back to Metro. He will work on the script of "The Citadel," which King Vidor will film

## Opposish Gets Tough So Calif. Exhib Gives 'Em 7-Hour Show and Free Eats

Taft, Calif., March, 22.
When his independent opposition
flooded the town with thousands of free admissions as a lure to drum up trade for the opening of a new screen serial, George Angelich, manscreen serial, George Angelich, manager of the Fox Hippodrome here, decided to fight fire with fire. If developed into a one-sided battle, with the Hippodrome drubbing the opposition more than six to one on attendance, and in doing it Angelich hung up what is believed to be an all time record for length of a single show. He gave his customers a full seven hours of entertainment, fed them at noon, staged a singing and dancing diversion on the stage, ran on a group of clowns, gave them two on a group of clowns, gave them two features, serial and five cartoon

shorts.

It was by long the most gala day in the history of film diversion in this small oil-producing community. When the smoke of battle cleared, Angelich had played to 1,231 mothers

#### **POLITICS BEHIND** EXHIB'S BANKO JAM

Augusta, Ga., March 22

Augusta, Ga, March 22.
City court jury Wednesday, (16) returned nof guilty verdict in less than
five minutes in trai of Frank J. Miller, Sc., vice-prez of. Augusta Amusements, Inc., accused of operating lottery in connection with 'cash night'
giveaway. Charges were brought
against Miller, who is member of Augusta. Civil. Service Commission, by
C. Nolan Banden overducitie teleagainst Miller, who is member of Au-gusta Civil Service Commission, by C. Nolan Bowden, ousted city stock-ade superintendent, who failed to ap-pear in court and supplied no wit-nesses for state. Politics, Miller testified, was be-hind charges, stating that he was warned in November that if he ac-cepted seat on Civil Service Com-mish warrant would be sworn out against him.

mish warrant would be sworn out gainst him.

Miller stated that cash night was an advertising scheme and business stimulant, and different from 'bails' might' in that (1) tickets sold for cash night are good for any future performance at theatre, while in case of bank night ducats are good only by for one day, on which glyeaway as a 15-minute intermission followed by the Morgan clown family. Then the control of the control

and children while the opposition could only marshal attendance of 172 youngsters on the day.

Angelich had a couple of benefit performances scheduled for the Thursday and Friday-preceding the big day, but when he learned that the indie house was giving free passes to the kids by the thousands, he quickly cancelled these benefits in order to give him, a free rein for his Saturday smash.

He had thousands of circus throwaways printed, heralding the occasion celebration of the Lone Ranger Safety Club, formed in honor of Thuene Ranger serial. Children, at a dime a head, and parents at two bigs, were invited to come at \$30, pigs, were invited to come at \$30, pigs.

dime a head, and parents at two bits, were invited to come at 9:30, pre-pared to remain until 5 p.m.. Every kid attending, and these included 885 paid admissions, 112 under-privileged children from schools and 85 from arious organizations who were admitted free, received a Loue Ranger, badge and an Indian head dress, upon presentation of club membership and.

State at 10 a.m.

Starts at 10 a.m.

membership and.

Starts at 10 a.m.

Streen program got under way at 10 a.m. with 'The Buccaneer' (Par). At noon all children under 13 and their mothers were served free function in Masonic Hall. Angelich promoted gobs of spaghettl' and cheese which he himself cooked augratin; ham, cottage cheese, pineappie salad, sliced peaches with marshmallows, and plenty of liquid refreshment. Patrons were fed in groups of 400 at a time and it required one hour and 30 minutes to serve all. Au idea of some of the merchandise promoted may be gleamed from the list which included 1,000 half-pints and 20 gallons of milk, 80 loaves of bread, 15 pounds of butter, five gallons of nor anyonaise, three gallons of oil, 100 pound of cottage cheese, five gallons of pineapples, 10 gallons of peaches, 50 cartons of marshmallows, and other groceries, bulk of which was donated by merchants in return for a plug given in connection with a free cooking school conducted at the theatre.

During luncheon there was music and games, with the screen program, resuming at 1:30. At 2,15 there was

## New York Theatres





Loew's STATE

OBT. TAYLOR, "YANK AT OXFORO: and Big Stage Show. State Thornals." Fradric MARCH, "The BUCCANEER" LOUIS ARMSTRONG and Stage S

WAYNE MORRIS "LOVE, HONOR AND BEHAVE

#### PARAMOUNT TOUR at Lubitsch's

Bluebeard's Eighth Wife CLAUDETTE

IN PERSON Guy Lombarde and Itis Royal Caundians ELLA LOGAN

ALL 25: 10

Rebecca of Sunnybrook Farm"

MUSIC HALL

"FOOD FOR SCANDAL"

## Advance Production Chart

(Continued from page 23)

Davidson, Horry Semels, Carlos De Valdez, Paul Irving, George Lloyd, John Picorri, George Houston, Nick Thompson, Lupita Toyar,

#### Universal

Total

Number Number Now Balance to in Be Placed Stories in af Pix Com-Shoot-Cutting Before Prepara-Promised-pleted ing Rooms Cameras tion 50 28 4 6 12 13

in the cutting rooms or awaiting previews:

Pictures in the cutting rooms or availing previews:

\*\*ROOBEYE, BROADWAY, produced by Edmund Grainger, directed by Ray McCarey, screen play by Roy Chanslor from stage play by James Gleison, photographed by George Robinson Cast: Charles Winninger, Alice Brady, Tom Brown, Dorothes, Honon Donald Meek, Frank Jenks, Tommy Riggs, Jed Frouty, Willie Best, Del Henderson, Jack Daley, Henry Roquemore, Edgar Dearing.

Roquemore, Edgar Dearing.

'STATE POLICE,' produced by Trem Carr, directed by John Rawlins, original screen play by George Waggner. Cast: John King, Connie Moore, David Oliver, William Lundigan, Larry Blake, George Cleveland, Charles Wilson, Joseph Crehan, Pierre Watkin, Billly Wayne, Ted Osborne, J. Farrell MacDonald, Glenn Strange, James Lucas, Roy Mason,

REIMES LIVING, formerly titled THE WINNER'S CIRCLE, produced by Val Paul; directed by Frank McDonald, screen play by Charles Grayson from Gerald. Beaumont's original story, When Johnny Comes Marching Home; photographed by Elwood Bredell. Cast: Jimmy Savo, Nan Grey, Robert. Wilcox. William Lundigan, Frank Jenks, Samuel S. Hinds, Harry Davenport, May Boley, Harlan Briggs, Frances Robinson. Chester Clute, George Mecker.

Chester Clute, George Mecker.

"NURSE FROM BROOKLYN." produced by Edmund Grainger; directed by S. Sylvan Simon; screen play by Roy Chanslor from Steve Fisher's magazine story, It You Break My Heart! photographed by Milton Krasner. Cast Sally Ellers, Paul Kelly, Larry Blake, Maurice Murphy. Peggy Bernier, David Oliver, Morgan Conway, James Blaine, William Royale, Charles Sullivan, Howard Christic.

Charles Sullivan, Howard Christie.

"LADY IN THE MORGUE, produced by Irving Starr; directed by Otis Garrett, screen play by Eric Taylor and Robertson White from novel by Jonathan Latimer; photographed of Stanley Cortec. Cast Preston Foster, Jonathan Latimer; photographed of Stanley Cortec. Cast Preston Foster, Patricla Ellis, Frand Jenken, Osteban, Minerva Urecal, Rolle Lloyd, Morgan ley Price, Gordon Hart, Tom Jeckson, Minerva Urecal, Rolle Lloyd, Morgan Wallace, Gordon Ellic, Bryant Burke; Corbet Morris, Ruth Fallows, Donald Wallace, Gordon Lilic, Bryant Burke; Corbet Morris, Ruth Fallows, Donald

Wallace, Gordon Elliot, Bryant Jurae; Coloct Maria, Market Kerr.

'LAST STAND,' produced by Trem Carr, directed by Joseph H. Lewis; story and screen play by Harry O. Hoyt; photographed by Harry Neumann. Cast: Bob Baker, Constance Moore, Fuzzy Knight, Earl Hodgins, Glenn Strange, Forrest Taylor, Jack Kirk.

Universal Pix Now in Production

Universal Pix Now in Production

Telaming Frontiers [Pix Now in Production Flaming Frontiers] Frontiers (serial), produced by Henry MacRae; directed by Ray Taylor and Alan James, screen play by Wyndham Gittens, George H. Plymton, Basil Dickey and Paul Percz, from Peter B. Kyne's The Tie That Binds'; photographed by Jerry Ash. Cast: Johnny Mack Brown, Eleanor Hansen, Charles Middleton, Eddy Waller, James Blaine, Horace Murphy, Roy Barcroft, Rajph Bowman, John Rutherford, Ed Case Thunder Liam Koyle, Charles King, Karl Hackett, Charles Stevens, Charles Thunder

SINNERS IN PARADISE, produced by Kon Goldsmith; directed by ames Whale; cereen play by Harold Buckley, Louis Stevens and Lester lock, original by Harold Buckley, photographed by George Robinson, photographed by George Robinson, etc., and Boles, Madge Evans, Bruce Cabot, Marion Martin, Gene Lock-tann Bryant, Willie Fung, Millburn Stone, Morgan, Cunway, Donald karry, Charlotte Wynters, Allen Edwards, Donald Kerr.

hart, Nana Bryant, while runs, minuted starts, hart, Nana Bryant, while runs, allen Edwards, Donald Kerr.

"AIR DEVILS," formerly titled "THE FIGHTING MARINES," produced by Trem Carr; directed by John Rawlins; screen play by Harold Buckley and George Waggner; original by Harold Buckley; photographed by Harry, Neumann. Cast. Dick Purcell, Beryl Wallace, Larry Blake.

"HIOT PATROL," formerly titled "HELL'S KITCHEN HAS A PANTRY," produced by Edmund Grainger; directed by Ray McCarey; screen play by Roy Chanslor from original by Borden Chase. Cast: Paul Kelly, William Gargan, Robert Wilcox, Nan Grey, Frank Jenks.

#### Warners

Number Number New In Be Placed Stories In of Pix Com-Shoot-Cutting Before Preparation 150 37 4 13 6 18

Pictures in the cutting rooms or awaiting previews are:

Pictures in the cutting rooms or awaiting previews are:

"BLONDES AT WORK, produced by Bryan Foy; directed by Fra.

McDonald; original scree- play by Albert Demond; photographed by Warren Lynch. Cast: Glenda Farrell, Barton MacLane, Tom Kennedy, Rosella
Towne, Donald Briggs, Kenneth Harlan, Carole Landis.

"MYSTERY HOUSE," formerly titled "MYSTERY OF HUNTING'S END,"
produced by Bryan Foy; associate, Gordon Hollingshead; directed by Noel
Smit; 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
Barteltte, Dennie Moore.

Bardette, Dennie Moore,

"TORCHY BLANE IN PAN'AMA." produced by Bryan Foy; directed by
William Clemens; screen play by George Bricker; original story by Anthony Coldeway; photographed by Warren Lynch. Cast: Paut Kelly. Lola
Lane, Hugh O'Connell, James Nolan, Larry Williams, Tom Kennedy, Frank
Shannon, John Ridgeley, Anthony Averill, Frank Orth, Jack Goodrich,
Betty Compson, Joe Cunningham, George Guhl, Jimmy, Conlon, George
Lloyd, George Regas, John Harron, Jack Mower.

Betty Compson, Joe Cunningham, George Guhl, Jimmy Conlon, George Lloyd, George Regas, John Harron, Jack Mower.

'THE ADVENTURES OF ROBIN HOOD' (in Technicolor); produced by Henry Blanke, directed by Michael Curtiz and William Keighey; original screen play by Norman Reilly Raine and Seton I. Miller; photographed by Tony Gaudio. Cast: Errof Flynn, Olivia de Havilland, Ian Hunter, Claude Rains, Basil Rathbone, Patric Knowles, Alan Hale, Eugene Pallette, Mciville Cooper, Herbert Mundin.

'SECRETS OF AN ACTRESS,' formerly titled WOMAN HABIT,' formerly titled 'LOVLIY LADY,' produced by David Lewis; directed by William Keighley; original screen play by Rowland Leigh, Milton Krims and Julius Epstein; photographed by Sid Hickox. Cast: Kay Francis, George Brent, Ian Hunter, Gloria Dickson, Isabel Jeans, Dennie Moore. Gloria Blondell, Rosella Towne, John Ridgeley, Penny Singleton, Larry Williams, Selmer Jackson, Herbert Rawlinson, Emmet Vogan, James B. Carson, Grace Hayle, Marioa Alden, Paulette Evans, Eddie Graham, Staut Holmes, Jack Goodrich, Arthur Houseman, Jack Mower, Olaf Hytten, John Harron.

"WHEN WERE YOU BORN" Produced by Bryan Foy; directed by Wil-

Grace Hayle, Marion Alden, Paulette Evans, Eddie Graham, Sthart Holmes, Jack Goodrich, Arthur Houseman, Jack Mower, Olaf Hytten, John Harron, WHEN WERE YOU BORN?" produced by Bryan Foy; directed by Willam McGann; original screen play by Dr. Manley P. Hall and Anthony Coldeway; photographed by L. William O'Connell, Cast: Ania May Wong, Margaret Lindsay, Lola Lane, Anthony Averill, Larry Williams, Charles Leonard Mudic, Olin Howards, Hornes, Carles, Marrice Cass, Leonard Mudic, Olin Howards, Hornes, Carles, Marrice Cass, Leonard Mudic, Olin Howards, Hornes, Carles, Marrice Cass, Leonard Mudic, Olin Howards, Hornes, State, Marrice Cass, Leonard Mudic, Olin Howards, Hornes, State, Marrice Cass, Evans, Marrice, Marrice, Marrice, Ben Hendricks, Gordon Hart, Jack Mover, Sida Bracey.

"GOLD DIGGERS IN PARIS," Foodwed by Brace Markette, Marrice Land, Marrice, Land, Land, Levis, Pegry Moran, Rafael Corio, Glori Dickson, Jeffrey Sayre, Evelyn Thawl, Charles De Ravenne.

"WHIE BANNERS," produced by Henry, Blank; directed by Edmund Goulding: screen play by Leonora Coffee from the Lloyd Douglas novel; Marrice, Land, Marrice, Land, Land, Marrice, Land, Bank; directed by Edmund Goulding: Screen play by Leonora Coffee from the Lloyd Douglas novel; Marrice, Land, Marrice, Land, Donald, Crisp, Kay Johnson, Sally Anne, Jack, Mower, Lola Cheaney, Vern Lewis, Lettie, Williams, Tom Wilson, Jack, Mower, Lola Cheaney, Vern Lewis, Lettie, Milliams, Tom Wilson, Holmes, Glen Cavender, Jean Benedict, J. Farrell MacDonald, Stuart Holmes, Glen Cavender, Jean Benedict, J. Farrell MacDonald, Stuart Holmes, Glen Cavender, Jean Benedict, J. Farrell MacDonald, Stuart Holmes, Glen Cavender, Jean Benedict, J. Farrell MacDonald, Martice, Land, Martice, Land, Martice, Land, Land,

#### **New Theatres**

Charlotte, N. C. J. F. White, Jr., of Asheboro, who owns five picture houses in North Caroli has negotiated to build a new \$15,000 theatre in Durham.

Des Moines.

Des Moines.

President, which started out all years ago as the Orpheum, will be torn down about May I to make way for an auto parking lot.

Roy Lopovitz, owner of the Iowatheatre in Des Moines, also a theotre in Wadrid, Iowa, has purchased the Strand theatre at Melcheful over the prosession April I. Parcons has bought the Avon, Keota, Ia.

bought the Avon, Keeta, Ia.

B. M. Goldin, mannaring director of Kinema Amusemer, Ltd., and an ounces a theatre site. Yellow-knife, Northwest Territoric, Canada, Cana

Macon, Ga.

J. W. Pcck, Jr., has secured building permit to erect this burg's first nabe theatre. It will be house for colored in Vineville section.

Memphis.
Anne N. Labdell has accepted plans for a new \$25,000 theatre at Rosedale, Miss.

Philadelphia.
Construction to start this month on new house for D. R. Faunce in Ocean City, N. J. Armand T. Carroll architect.
Charles M. MacDonald, vaude producer, has announced plans for a new film house in York, Pa. He will convert a factory building into a nabe 500-seater and will manage it himself.

A small neighborhood theatre, costing \$35,000, is being built on the Humble road as the first unit of a proposed \$200,000 community center and tourist court project. Mrs. Elizabeth Moody, owner of 300 acres in the vicinity, is building the theatre as the amusement unit in the center.

## **EXPLOITATION**

Picking the Gals

ricking the Gals

St. Louis.

Femme ams and professional entertainers are getting their chance to grab a two weeks' engagement at Fanchon & Marco's 5,000-seater Fox in city-wide contest being held. The winner of the contest will appear for one week with Al Lyonand his show and another the pear for one week with Al Lyonand his show and another the pear for one week with Al Lyonand his show and another the being registered at the Fox theatre and then assigned to various nakes operated by the St. Louis Amusement Co. under F&M supervision, for the initial contests.

Customers these nakes species the seater than the contest of the seater than the seat

the initial contests.

Customers these nabes will select their choice to represent the house in the semi-finals to be field during the current week, In each contest two girls will be chosen and these winners will appear for a week as salaried entertainers with Lyons. Out of this group, during their appearance, the outstanding entertainer will be chosen and she will receive an additional week's work with Pearce and his outfat who move into the Fox on April 1.

#### Second Album

Following up the ide: of a special photographic album on the bigger pictures. Warner Brothers comes forward with an even better selection of 18 actual photographs for Carole Lombard and Fernand Gravet in 'Fools for Scandal.' Only 100 albums have been sent out, but it might pay to make up additional albums for sale since it is one of the most thoroughly useful accessories for a large theatre that any company has brought forward.

The examples are wirtually the pick of the large number of stills made on the picks of the large number of stills made on the picks. When the pick of the large number of stills made on the picks and cache press. When an according to the content press. When an according the first quality cut. Someone over at Warners had an inspiration. Coming soon, 'Robin Hood.'

#### Personal O.K.'s

Elk City, Okla.

Johnny Wisdom, manager of the
Elk theatre here, used testimonials
from other theatre managers to plug
'A Yank at Oxford' (MGM) in news-

'A Yank at Oxford' (MCM) in news-paper advertising. Spotting a ten-inch two-column spread in local newspapers. Wisdom advised: 'Read what these Oklahoma theatre men have to say about Rob-ert Taylor in 'A Yank at Oxford', followed in five boxed quotes on au-

dience re-action and business of pix from Tom Davidson of Chickashn, it. dence re-action and outsitess of pre-from Tom Davidson of Chickashi, J. M. Lowenstein of Ardmore, Clark Abbot of Clinton, George Stovall, of Soyre and Clyde Young of Mangum, The ad was tied with J. Personally Guarantee That You Say That Th s Is Bob Taylor's Best, Picture Yei— Johnny Wisdom,

By Enes W. Sargent

Spelling Bees Win

Spelling Hees Win
Dick Moss, of the Fox-West Coast.
Carmel, Hollywood, writes he is.
cleaning up with a swing of spelling
bees. Kids register in the lobby and
five hosys and girls are picked for
each contest with topper getting
prize and the others receiving
lickets, Sorted into age groups; 8-10,
10-12 and so on.

10-12 and so on.

Staged at the Saturday mati with the youngsters packing the auditorium to cheer their favorites, Makes for plenty of whoopla, and creates a very favorable impression. Ties in with the present radio craze, but worked purely as a house event.

Could be extended by having the youngsters 'spell down' in the classroom, the winners to take part in the theatre event, Has all sorts of possibilities.

Old, but Helpful

Old, but Helpful

\*Heavener Okla.
Ray Hughes, manager of the Liberty here, issues passes to students absent nor tardy during a one-month period. During the month of March 1881 oaklies have been passed out.
Attendance at the schools has shown a definite increase without junior-high raising its average from Liberty bo. is taken care of by the fact that the students winning passes are generally accompanied to the show by friends or parents.

#### Dug Up the River

Dug Up the River

Oklahoma City.
Pix fans with sharp eyes and sharp shovels were invited out to the banks of Canadian river to look for planted gold nuggets to the tune of \$100 preceding opening of 'Gold Is Where You Find It' at the Criterion.
The nuggets were planted ahead of time and the stretch of sandy river bed roped off. At the appointed hour of prospectors started digging out a new river channel.

## Theatres-Exchanges

State Radford, Va., has been sold by E. G. Jackson and J. O. Underwood to B. H. Jewell. Jackson retains control of the Lee at Bluefal, and has announced he will build a new house there with Underwood as manager.

Bert Burton, who was formerly with the Victory theatres. Curtis street houses, now back with them in the capacity of manager for Vic-tory No. 2

Los Angeles Harry Mace, Arizona indie hibitor, and Dwight Harkins an-nounced plans for 650-seater to be built in Tempe, Ariz.

Oklahoma City.

House management shifts ennounced by Standard Theatres. Inc.,
include: Carr Flourney, from Circle
to Ritz; Forrest M. Swiger, formerly
of Fort Wayne, Ind., new manager
Tower, and Dee Fuller, from Ritz to
Circle.

First theatre management charge in many months places. I'm charge in many months places. I'm charge mer' back as management Efficiency enue. He succeeds Andrew Saxo, who resigned to take charge of a large farm in Santa Clara valley, California.

who resigned to tene walley, california. Ron Kelly becomes new manager at Music Box, and Clyde Stroud is advanced from doorman to assistant manager at Orpheum. Don Gedes continues as manager there.

CJONNEII, Paul Everton, Eddie Graham, Gordon Hart.

'CRIME SCHOOL', produced by Bryan Foy, directed by Lew Seiler; original screen play by Crane Wilbur; photographed by Arthur Todd. Cast. Humphrey Bogart, Gale Page, Doad End' Boys, Paul Porcasi, Helen McKeller, Dick Purcell, Weldon Heyburn, James B. Carson, Sybil Harris, Harry Cording, Charles Foy, Al Bridge, Cy Kendall, Vera Lewis, Milburn Stone, Alan Davis, Cliff Saum, Tom Wilson, Henry Otto, Jack Mower, Charles Trowbridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Joe Cunningham, Frank O'Connor, Jack Goodrich, Bobby Jordon.

Warners Pix Now in Production.

Douglas Wood, Al Lloyd, Alice Lynden, Rex Evans, Peggy Stewart, Henry O'Neill,

O'Neill.

\*\*MEN ARE SUCH FOOLS: produced by David Lewis: directed by Busby Berkeley; screen play by Norman Reilly Raine and Horacc Jackson; from the Market Market

ham.

"COWBOY FROM BROOKLYN,' formerly titled DUDE RANCHER,' produced by Lou Edelman directed by Lloyd Bacon, screen play by Earl Baldwin from play by Louis Pelletier, It, and Robert Sloane; photographed by Arthur, Edeson, Cast. Dick Powell, Priscilla Lane, Pat O'Brien, Dick Foran, Ann Sheridan, Ronald Reagan, Hobart Cavanaugh. Emma Dunn, Cranville Bates, Grace Hayle, Dennie Moore, Roselle Towne, James Stephenson, Harry Barris, Candida, Kay Johnson, Cliff Saim, Dorothy Vaughn, Sam Hayes, May Boley, Johnnie Davis, Jimmy Fox, Elizabeth Risdon, Jack Moore, James Nolan, William Davidson, Franklin Farnum, Joe Hiestand, Ben Hendricks, Everett Vogan.

Joe Hiestand, Ben Hendricks, Everett Vogan.

\*\*LITTIE LADY LUCK, produced by Bryan Foy, directed by John Farrow, original screen play by Albert DeMond and George Bricker; photographed by L William O'Connell. Cast: Ann Sheridan, John Litel, Frank McHugh, Janet Chapman, Robert Homans, Eric Stanley, Jean Benedict, Maureen, Rodin-Ryan, Lottie Williams, James Nolan, Vera Lewis, John Ridgeley, Walter Murray, William Gould, Stuart Holmes, Jack Mower.

William Murray, Laura-Jean Williams, Charles Wilson, Donald Brian, Spec O'Donnell, Paul Everton, Eddie Graham, Gordon Hart.

Alan Davis, Chin Saum, Tom Wilson, Renry Olio, oscar Mover, Canal Control Saum, Tom Wilson, Tombridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Tombridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Tombridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Tombridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, Tombridge, Melville Cooper, Joseph Crehan, Don Turner, Ethan Laidlaw, The Melver, Melver,

# **'SOCIAL DEFENSE' PROGRAMS**

## Hillbillies Just a Myth?

Farm Survey, Due Next Month, Shows Little Difference Between City Folks and Sod-Busters

Results of the rural survey which NBC and Columbia recently cofinanced will show that there is little difference in program tastes between farm and city audiences. Also that the farm family is given to buying the same brands of package goods, including bread, as the folks in nearby urban areas. Book covering the findings of this probe will be distributed among advertisers and agencies the early part of next

month.

Networks' quizz, which was supervised by the Joint Committee on Radio Research, disclosed that the average. farm-party and refrigerator had by far more packaged victuals than the stuff bought in bulk. Average in brand goods advertised in radio, newspapers or magazines was over 75%. It was also found that while the farm women didn't use as much face powder and lipstick, etc. their inclinations for cosmetic brands were not very different from those of sex peopling adjacent urban centers. Data collected by the networks' survey proves conclusively, it will be pointed out, that it isn't necessary to resort to homespun philosophy or hilbilly entertainment to sell packeded articles.

## 'WHAT'S NAME STUNT FACES **THREATS**

What's My Name?' program, which Philip Morris cigaret debuts on Muhal via WOR, Newark, this Friday (25) is threatened with a mass of litigation, Rockwell-O'Keefe, builders of the show, have already received letters from nine different sources, each claiming to be the creator of this game, Rockwell-O'Keefe admits that programs of similar idea have appeared on, four or five stations throughout the country, but argue that the treatment this outlin has given it is considerably different. This guessing game, adds R-O'K, is contained in a book published in 1933. (VAMET'S review files shows that a program of similar idea, but titled "Who 'Am 12" was broadcast over KPO, San Francisco, in November, 1936, with California Home Brand Food the sponsor.) Arlene Francis, currently on Broadway in the legit comedy 'Ail That Glitters,' has been set for the new Philip Morris program which debuts Friday (25) over Mutual spread. Milton Biow agency at press time yesterday, (Tucaday) had not yet set a man, but Ward, Wilson was deemed likeliest candidate, Eric Rolfe had been previously spotted, and subsequently taken off the show. Program, an audience-participation one labeled 'What's in Name?', may be fed to WNEW as an additional outlet in New York area.

## **DEANNA DURBIN NOT** RENEWING WITH CANTOR

Deanna Durbin is not renewing her contract with Eddie Cantor. She will, however, fulfill her final commitment by broadcasting March 28 when Cantor switches to Camel. Then returns to Hollywood and her Universal picture schedule.

Manager, Jack Sherrill has been talking to a couple of possible sponsors for the fall.

Corinne Jordan, KSTP St. Paul N production manager, off to the Coast p for a six-weeks' vacash with hubby.

#### Ready Retort Kid

Philadelphia, March 22.
WFIL, aiming to beat everyone else to the mike in airing Eddic Canton, who was here for a p.a. last week, put spiel-boxes in the Mayor's reception room to catch the comic when he paid Hizzoner a visit, several hours before he was skedded to go on the Texaco show from WCAU.
After considerable wangling during which Cantor said he preferred not to go on WFIL because it wasn't a Columbia station, he finally agreed. What he finally said on the air was:

I could be funny, but I won't. I'm saving, that for the show over the Columbia Broadcasting System tonight.

## **NBC THESAURUS** SELLS 'RANGER'

Chicago, March 22.
Deal has been made whereby NBC
Thesaurus division handles the sale
of the WXXZ Lone Ranger discs
in certain areas of the United States

in certain areas of the United States and all foreign countries. NBC has been taking Lone Ranger' programs off the air here and slapping the show on discs.

Maurie Wetzel, Thesaurus chief here, now on general sales trip through south and southwest pedding Lone Ranger platters along with rest of Thesaurus service.

While Wetzel is touring local office is under supervision of Bill Young.

#### ANA's Spring Powwow At Westchester Biltmore. N.Y.

association of National Advertisers expects to forego its annual trek to the Virginia spa. Spring meeting instead will probable be held in the late spring at the Westchester Biltmore Country Club outside New York. Association of National Advertiser

York.
Well known in the advertising profesh that no convention can be held
in New York City proper. Salesmen
ruin the convention. Socially and in
other ways.
A.N.A. chief meeting in the fall will
probably resume at Hot Springs.

#### Vallee Show Production Staff Temporarily Shifted

Staff Temporarily Shifted
George Faulkner and Tony Sanford, writer and producer, respectively, of the Rudy Vallee-Royal
Gelatin show, are not returning with
Vallee from Holllywood. Pair arestaying on for a few weeks to give
J. Walter Thompson's programwriters and producers on the Coast
a chance to take vacations.
Meanwhile Gordon Thompson has
gone back to producing the Vallee
stanza New York, with Bob
Simon on scripts. Thompson has
been out of the agency's radio department for some time.

Hollywood, March 22.
Rudy Vallee, who had the featured spot in Warners Golddiggers in Paris', left here by motor last Sunday (20) for New York, timing his arrival there for his broadcast a week from next Thursday.

He picks up an engagement at the Paradise restaurant, on Broadway, succeeding Bunny Berigan, just opened.

#### Keegan Leaves NBC

Chicago, March 22. Harry-Keegan has resigned from NBC here to join Carl Weston, radio production firm, on April 1. Will be production manager

# **BIZ POSSIBILITIES**

Use of Radio for Other Than Direct Sales Advertising May Be Greatly Increased in Future

#### HARD TO HANDLE

Radio broadcasting in years to come should develop new sources of advertising revenue from among a body of business men worried about pody of business men worried about their consumer and political relations and anxious to adopt social detense, methods. Much advertising of this character, is already noted, some of, it radio, some of it using newspapers; magazines and billboards but all of it designed may to sell most over the consumer of the self-man and to sell most over the consumer of the self-man and to sell most over the self-man and the self-man and to sell most over the self-man and the self-man an designed not to sell goods or services but primarily a point of view.

but primarily a point of view.

In radio, groups seeking public good will have included utilities, banks, lawyers, munitions makers, railroads, aviation companies. Corporations falling within the actual or potential shadow of 'monopoly' charges are increasingly minded to employ radio entertainment as a means to contact the public.

After exerciments in Buffale and.

means to contact the public.

After experiments in Builfalo and Seattle, through bar association, sponsorship of local dramatizations designed to show them not as chiselers and buddles of gangsters but as protectors of the public, etc., the lawyer-sponsored advertising (within professional ethics) is now spreading nationally and many programs of this nature are anticipated.

In addition to those who have al-ready manifest a self-conscious desire to initiate good will measures through radio, observers are of the opinion that the networks and sta-tions can do much to stimulate other

tions can do much to stimulate other, groups who may not have 'thought about' the idea but 'should do something.' In this connection the recent bad publicity of the stock broker, as an institution, is mentioned.

Considerable attention has been focused upon the cooperative sponsorship of the Minnesota Symphony by business men. who, in that state, faced the grim arithmetic of a 40% loss of manufacturing enterprises in 16 years because of political and labor conditions. A series of 'March (Continued on page 38)

(Continued on page 36)

## **5-A-WEEK 15** MINS. DROP OFF

early evening are one t gram that has fallen off, type of pro-f, C.A.B. rec-three of this ords indicate. Only three of this category presently, Campbell's Amos Andy, Sunoco's Lowell Amos Andy, Sunoco's Lowell Thomas and Wrigley's Poetic Melo-

In previous years there have usually been six or more network programs of this type.

#### JOHNSTONE'S ANNI

Head of WOR Press Dept. Gave Up Art 15 Years Ago Today (Wed.)

G.W. (for Johnny) Johnstone, press boss at WOR, New York, is spending today (Wednesday), spinning yarns of the good old days in a pinkish nostalgia induced by the fact that the entered the radio, business 15 years ago on March 23, 1923. At that time he was an honest piano-player with Lopez.

Neighbors back in Perth Amboy always spoke well of Master G.W. (for Johnny), whose only eccentricity was puttering around with a haywire radio set in the attic. It was felt that he would overome this odd enthusiasm in due time.

As an anniversary encore, G. W.

As an anniversary encore G. W. (for Johnny) will play 'Nola.'

# OPEN UP SUNDRY KYW, Which Pays Its Singers, Decides To Select All Musical Numbers

#### Agencies' Idea

Opinion among advertising agencies in New York is that AFRA is misinformed if it believes that one contract, binding on all advertising agencies, can be negotiated by the actors' union through the American Association of Advertising Agencies. Not only certain significant omissions from the roster of that organization but its obvious lack of authority to act for the agencies in labor matters is cited.

Agencies that feel receptive to the AFRA, because a standardized scale of payment would end. certain amount of chiseling that the non-nickel squeezers would welcome, feel that

ers would welcome, feel that the actors' union is weakened the actors' union is weakened in making progress because no-body on the negotiating committee has practical knowledge of the actual conditions of building and broadcasting radio entertainment. An experienced actor should be added, holders of this view opine.

## **AFRA FEUDS** WITH KSD, ST. L.

Charges of violation of the Wag-ner labor law have been filed by the American Federation of Radio Artists against station KSD, St. Louis. Action was brought before the Regional Labor Relations Board in St. Louis last Friday (18) by Henry Jaffe, New York attorney, for AFRA.

AFRA.
According to AFRA complaint, the KSD management fired Richard Pavey, an announcer who had been with the station for five years, for union activity. Pavey charged that when his name appeared in the March 2 issue of Vatierr as an officer of the St. Louis local of AFRA, he was called in by the management and asked if he was connected with the union. Upon his admission that he was, he claims, he was summarily told, You're through. Pavey's salary was \$39 a week.

was summarily told, "You're through," Pavey's salary was \$39 a week.

AFRA national execs in New York state they have been reluctant to bring the case before the NLRB. Instead, several attempts have been made to bring about an amicable settlement. Jaffe went to St. Louis last Friday, but could not see George M. Bürbach, general manager of the station. Burbach said over the phone that 'he was going away for the weekend, and if you want to come down here and wait around in line weekend, and if you want to come down here and wait around in line of seeing me, 'Jaffe declared.

If a favorable rulling is handed down by the St. Louis NLRB, Jaffe stated, AFRA will forward the documents the case to the Federal Communications Commission in Washington. According to the attorney, broadcasting licenses are granted only if the station applicant constitute evidence of ala wiolation. Station. KSD, is operated by the Pulitzer Publishing Co. which also constitute evidence of ala wiolation. Executives of KSD, St. Dispatch. Executives of KSD, St. Dispatch. Executives of KSD, St. Dispatch. Executives of KSD, is one of the facts spieds for themselves' at the Labor Board hearing.)

## Calox Scripts Start May 30

Calox (toothpaste) starts a five-a-weeker over CBS on May 30. Brown & Tarcher the agency. Programs will be script, niched on

the network 9:30-9:45 a.m.,

Philadelphia, March 22.
Pressure, behind-scenes wire-tingging and arranging of pleasant little social engagements for talent by song pluggers has become so prevalent here radio stations are beginning to squawk. Program directors claim talent is short-changing both itself and the kilowatters by using numbers forced on it by the ever-present publishers' reps. Instead of carefully-choosing selections suited for piese and program.

KYW. through Jim Begley, took the initial step in stymieing the pluggers activities this week with a flat edict that henceforth the program department will choose all songs. Talent will have no choice in the matter any longer, except perhaps to occasionally nix a number that seems particularly distasteful or inappropriate. Other stations have been mulling similar ideas. KYW, however, is practically in a unique position because it pays its talent. Many chirpers on otheroutlets are nitery thrushes doing the radio work for the publicity. Working cuffo, it isn't easy for program directors to boss them.

On the other hand, some program moguls, like Harold Davis, of WDAS; are utterly against taking out of the kning out of the singer the option on hombers he or she is to Davis believes talent is best decider songs it can and cannot sing.

Al Watton, of the KYW program department, will select vocals for sustaining shows. Jim Harvey will pick 'em for commercials. Jan Sayitt, wander of the house band, will choose his own for sustaining and will consult with Harvey on commercials.

Begley let it be known that the pluggers are still welcome to hand around graits sheet music and orchestrations, But such music in the future, he said, shoud go to Arthur Hynett, librarian, for filing in the station's morgue.

Under the new system, a list of music to be played is made up one

Hynett, librarian, for filing in the station's morgue.

Under the new system, a list of music to be played is made up one week in advance. This is left with the felephone operator, who may show it to any accredited publisher's ren.

# AIRWAYS, NEW, IN 100-WATTER FIELD

Airways Broadcasting, Inc., makes the latest organization set up to spe-cialize in the sale of spot time on 100 watters in extensive groups. Outfit, figures on lining up around 50 sta-tions outside metropolitan areas and offering them as rich local markets not covered by the primary signals of major powered stations.

not covered by the primary signals of major powered stations.
Forest Johnson, who comes from the west coast, is the executive v.p. of Airways Broadcasting, with Frederick Thompson, a Wall street operator, named as his backer.

#### **EDNA WALLACE HOPPER** SUES HER HOME TEAM

Chicago, March 22: Edna Wallace Hopper has filed suit against Edna Wallace Hopper, luc., and some five other companies in Affiliated Products for \$200,000 for

in Affiliated Products for \$200,000 for services rendered in performing over the radio for the cosmetics. Suit, filed here by attorney Walter Beebe, states that Miss. Hoppertuned over her name to the company for 10% of the capital stock, but that she has not been reimbursed for her work on the other.

Ed Wood, WGN sales chief, to New York on a week's biz.

# CRAVEN FORCES PROBE; BEHIND-SCENES POLITICS CALLED PEAK FOR COMMISH

McNinch Tries to Stop, and Does Deflect, Fact-Finding Investigation of 'Monopoly' in Broadcasting-Congress Skeptical-Fear Self-Whitewash

Washington, March 22.

Unrestricted probe into possibility that monopolics have grown up in the broadcasting business was voted last week by the Federal Communications Commission after 72 hours of bitter behind-doors fighting. Inquiry is slated to get under way immediately, although machinery has not been st up.

First move to allay criticism of itself and to scrutinize the industry's conduct was voted Friday (18) after two exceedingly hot controversies characterized by bitter argument/political pressure, and involved parliamentary maneuvering. Vote on the proposition was 6 to 1, with Commissioner George Henry Payne, the lone dissenter, favoring an inquiry but objecting to the course to be followed.

Sailing orders, which do not stip-late how the jobs is to be done, blace

but in the object of the course of the followed. Sailing orders, which do not stipulate how the job is to be done, place chief cmphasis, on the need for information by which the Commish can decide whether special rules are necessary to govern chain broadcasting. But there is an omnibus clause which permits the FCC to delive into almost any angle of the business it deems pertinent to the promulgation of regulatory policies.

Craven Takes Lead

At the end of a 22-bour tiff pro-

it deems pertinent to the promulgation of regulatory policies.

Craven Takes Lead

At the end of a 72-hour tiff provoked by Commissioner T. A. M. Craven, the airwave cops agreed to undertake without delay an inquiry which will cover virtually every phase of the business except license-trafficking and political skulldurgery. General scope of the study is described as follows:

To determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience or necessity.

Besides this cover-all, the Commish agreed that numerous specific propositions demand attention, and that the study should be a double-barreled affair in order to obtain general information on social and conomi aspects needed in promulgating far-sighted regulatory principles. Among the particular points singled out for consideration are: Contractual rights are obtained on the control chain subscribers have over programs, advertising, and other matter; nature of web program duplication; exclusive web-affiliate contracts; possible monopoly of business by individual chains in particular series; program policies are resements tending toward monomical program propertion of facilities at command of the webs; nature of series of the program operation of indies; practices or arcements tending toward monopolicies overship; control trade; municiples overship; control exclusive web affiliate control chain specifies or restraint of ctrade; municiples overship; control trade; municiples overship; control crade of control exclusive web affiliate control c

#### Congress Will Watch

Congress Will Watch
Order, was adopted under the
watchful 'eye of Congress after
Craven's attempt to have the inquire,
determine the truth of monopoly
charges had been sidetracked by
Chairman McNinch and a minority
of the membership. Action is expected to put a silencer on Congressional critics, who have hinted they,
will keep their fingers crossed to see
that the Commish does a thorough,
importial job, arose unexpectedly
(16) when Craven, riked by delay

the matter. Next attempt to block the inquiry was made by Judge Eugene O. Bykes—whose connection with radio regulation dates back a decade—but his attempt to table the Craven resolution was quashed 4 to 3. Insisting on show-down were Commissioners Craven, Payne, Thad H. Brown, and Paul A. Walker, Utree of whom never served on the three of whom never served on the old broadcast division (Brown did)

old broadcast division (Brown did). After taking time out for Junch, the membership Wedneaday (16) agreed, upon motion of Commissioner Norman S. Case, to put the question over for two days.

Log-rolling, button-holling, and other less genteel types of persuasion were employed, during the rescess to kill the Craven proposal, which attracted widespread attention and emphasized the split within the Commiss.

which attracted widespread attention and emphasized the split within the Commish.

When the fight was renewed Friday (18), two members who had supported the Craven resolution—Commissioners Brown and Walker—surrendered to the interim pressure and lined up in support of new substitute which McNinch presented and which Sykes seconded. More heated argument preceded the final vote, with Craven insisting on more definite clauses which would eliminate the possibility of a whitewash. Group which had sought to have Craven modify his proposal accepted vital amendments and the proposition was put to a vote.

Payne's Attitude
On the test, the McNinch resolution carried 5 to 2, with Craven and Payne voting in the negative. Subsequently, Craven changed his stand, but Payne adamantly refused to subscribe to the substitute. When the meeting broke, up, Payne explained I am heartily in favor of investigation of the monopolistic trends in broadcasting but made clear that he objected to the way in which the McNinch resolution was put across. Lone dissenter amplified that Commander Craven has spent a great deal of time on his resolution, and I felt it was not only better drawn but more comprehensive and calculated to he more effective.

Peuding about the way to conduct the incurry was one of the feature.

#### Radio-the Open Door

Philadelphia, March 22.
Lou London, of WPEN, undoubledly holds world's record for meteoric rise radio-from house painter to program director in two months.
London was painting the studio when a gabber failed to arrive in time for his show. He asked if he might sub for the missing announcer. One-minute audition resulted in his getting the nod and he tossed his paint brush aside.
Two months later he was program director at the station.

## Those Listen To the Next' Reminders Irk

Saskatoon, Sask., March 22. Irritation is being expressed at lack of connection between announcements on some programs picked up from U. S. networks by CBC (government) and subsequent

CBC (government) and subsequent programs. Often the picked-up programs is marked by the announcement of some special program to follow, but Canada does not carry this to the dismay of those who would tune it.

Recent case was announcement during New York Symphony program Sunday of program of comments on European situation. CBC did not pick this up nor was any explanation offered after first program the nonunced show would not be handled.

#### Dick Fishell Married

Dick Fishell, WMCA, N. Y., special vents director and seasonally Vaevents director and seasonally Va-events director and seasonally Va-RIETY's fair-to-middling forecaster on football odds, was secretly married Friday (18) in front of 20 friends at the Waldorf-Astoria. Bride is Dorohensive and calculated to be more effective.

Friday (18) in front of 20 fri the Waldorf-Astoria. Bride. it the final session. After the of the final session. After the Now honeymooning in Bern Now honeymooning in Bern 1

# Ike Levy Thinks Paid Prez Idea Oke; If Good Man Picked Will Re-Join NAB

Philadelphia, March 22.
Paid prez for NAB—if he's the right man—is just what the broadcasting industry needs at this time, Ike Levy, vp. of WCAU, told VARIETY this week. Levy declared he, for one, would be glad to re-join the NAB fold and shoulder his share of the cost if a proper selection for the salaried prez is made. His personal choice Merlin H. Aylesworth, former NBC head.

Levy and his brother Leon seek

Chairman McNinch and a minority of the membership. Action is expected to put a silencer on Congressional critics, who have hinted they will keep their fingers crossed to see that the Commish does a thorough, invarial job.

Irsue first arose unexpectedly (16) when Craven, inked by delay in facing the issue, offered a resolution directing a committee of three emembers to conduct hearings and otherwise survey the question of-monopoles competition, and irractural relationships, besides collecting the data called for in his recent report on social and economic problems. Former chief engineer took a slap at McNinch, who told the National Association of Broad casters month ago he contemplated staging such an inquiry.

McNinch-Sykes Alliance proposal was described as the fereest political discussion of the Craven proposal was described as the fereest plotted in the motion by asking his colleagues to approve a memoranish was born. Bicleving broke out immediately, with McNinch trying to sidetrack the motion by asking his colleagues to approve a memoranish was born. Bicleving broke out immediately, with McNinch trying to sidetrack the motion by asking his colleagues to approve a memoranish was born. Bicleving broke out immediately, with McNinch trying to sidetrack the motion by asking his colleagues to approve a memoranish was born. Bicleving broke out immediately, with McNinch trying to sidetrack the motion by asking his colleagues to approve a memoranish was born.

others hesitate somewhat before they jump in with their silly ideas about a flourishing industry which hereto-fore hasn't had the means to strike

back.'
Levy believes whole success of the
paid prez plan depends upon getting
exactly the right man. Both Herbert
Bloover and Jim Farley, who have
been suggested, he immediately rules
out. Their close connection with
politics makes them unacceptable, he
said.

#### No Need for It

said.

Ne Need for 18

Investigation of radio is unnecessary, Levy maintains. There's no obvious evil which could be uncovered by an investigation that the TCC doesn't know about and that it couldn't correct by the simple procedure of writing a letter. he declared. The broadcasting industry is the best behaved in America. It has never failed to observe the intent of any order issued by the Commission, so the need for an investigation doesn't lie on its doorstep.

Criticism of the networks as a monopoly he called silv. Present system has gradually evolved because it's the only one that will work out salisfactorily, he said, Calling web shows acknowledgedly the best he declared the only way they could be kept that way was by huge expenditures for production. Sponsors aron't willing to undertake this expense unless they can be assured of time on a sufficient number of outlets. If you can't guarantee stations, you can't get accounts, he declared.

## GET IT OVER WITH

Reluctantly, under prodding and agains an internal lack of harmony the Federal Communications Commission has at last decided to grapple with the problems that have long kept it, and the broadcasting industry, nervous, Leadership in the move apparently did not come from whence it was expected but from Engineer-Commissioner T. A. M. Craven who, not being a politician, presumably thinks that the proper way to solve a complex problem is to begin solving it.

Nobody can predict how far the investigation will go, how long stations or others may be kept on the anxious seat, or how hard-boiled or sympathetic the approach may be. But at all events there must be a net benefit to broadcasting's ultimate best interests to get the thing—distasteful though

In clearing the atmosphere by letting fresh air and sunshine into dark corners, in completing the job of fumigating Washington's long-malodorous radio regulatory system, the F. C. C. investigation, if honestly and sin-cerely conducted, should be productive of good. It should substitute fact for gossip, clarify the whole problem. It had to come and this way is best. If ordinary common respect for people's intelligence and impartiality followed, Congressional critics of the radio industry can be clevely outplayed at every turn. Indeed a 'successful' investigation will not only take the F. C. C. out of its present role of shame-faced and apologetic culprit, but will map the whole future progress of the industry in broad, clear, honest terms that cannot but be welcome to far-sighted broadcasters.

Under a sincere reform of the F. C. C. as opposed to a phoney-boloney reform, the business men of broadcasting will be able to conduct themselves as business men and not as accessories to ditbious deals and artful practices. Commissioners, lawyers, engineers would also be freed from unpleasant obligations to play along within the realities of an unsayory system. Not the business men of broadcasting and sometimes not even the politicians have been the guily ones. Primarily the whole Washington radio system has encouraged frowry ethics—business, political, legal and technical. The system has been the true villain.

Broadcasting will be in a far healthier state when the investigation is gotten over with. At the present time and almost from the beginning the commercial radio industry has been reared on the rotten beams of Washington cominery that has made a hollow mockery and a sarcastic gag of public service, convenience and necessity.

(Remarks made by the N. Y. Daily News apropos both radio and films are the subject of an editorial appearing in this issue's film section on page 4.
Daily News chided broadcasters in the following languages 'Up to

now they (radio) have shown next to no courage in the matter of getting up on their hind legs and battling for as much freedom as the press enjoys.')

# King-Maker Ethridge Goes Slowly

## Plenty of Headaches in Job of Picking Paid President

Washington, March
Special NAB directorate meeting is set for next Wednesday
(30) with executive committee.
huddling Thursday (24) to pool
information about less than
dozen individuals still being considered, Executive committee-

information about less than dozen individuals still being considered. Executive committeemen insist nobody propositioned so far, although roundabout inquiries have been made as to availability of possible choices. Meanwhile radio tax hearings, this session of congress looks very doubtful. House ways and means committee yesterday (Monday) discussed without reaching conclusion what to do about Boylan bill. Present idea is to mark time for few weeks to see if commish does anything in accordance with Roosevelt request for info on possible fees. Meanwhile, counter proposal advanced by some industry people who suggest cost of administration could be materially reduced if all applicants were compelled to pay printing costs and other expenses similar to court procedure.

Choice of paid president for Na-tional Association of Broadcasters is a continuing mystery, with the board of directors meeting to fill the post hurriedly postponed last week, Makeshift administration is likely to remain for a considerable time.

Special session to name the radio industry's Moses was scratched Thursday (17) after Mark Ethridge, the association king-maker, had de-Thursday (17) after Mark Ethridge, the association king-maker, had demanded more time to look at the qualifications of the leading candidates. Other members of the executive committee agreed delay would permit a more thorough scrutiny of the records of those still under consideration. Directorate was ordered to stand by for telegraphic summons, but, seet unlikely for at least a week.

Cancellation of the ballyhooed of makers of the executive group was bitterly body on the preferred slate had the executive group was bitterly split.

To date no individual has been makers and the social and the split of the president of the president of the social properties.

At H. Samuels, WOR, Dies arthur H. Samuels, 49, died Sunday (20) in New York City. A corner magazine editor, he joined the production department of WOR, the social poisoning caused death.

Widow hie former Vivian Martin, actress, survives.

propositioned, which indicates how tough the job is. While informal inquiries have been made, the executive group is not in a position to go before the full directorate and say whether A. B or C would be receptive or what his terms might be. This job will be passed along to the whole group, because of its ticklish nature.

whole group, because of its ticklish nature.

Reason for the stall is unwilling-ness of Ethridge to accept the ratings of the persons in the upper brackets. Louisvillian, who has been dominating factor of the trade body since last October, heard disquieting reports which prompted him to demand an opportunity to dig deeper. Rumor about White House feelings is repudiated by everyone close to the situation. Yet it persists. Insiders say it is garbled version of the suggestions which Elliott Roosevelt advanced when the special convention took place. He suggested John G. Winant, former Vermont governor and organizer of the Social Security Board; President Robert Hutchins, of the University of Chicago; and Stewart McDonald, Federal Housing Administrator.

## McCOSKER-MACFARLANE WELCOME FCC PROBE

Alfred J. McCosker and W. E. Macfarlane, board chairman and prez, respectively, of Mutual web, jointly sent a wire to Chairman McNinch over the weekend inviting

## **Bread and Radio Circuses**

Des Moines, March 22.

Breadwagons in Des Moines look like traveling billboards this spring, with the bakery advertising probably the most competitive in

this area.

Continental Baking Co. panel trucks carry heavy advertising on 'Pretty Kitty Kelly' on KRNT, Colonial carry Jimmy Allen' sheets (WHO); the Schulze Baking trucks carry not only streamers on Lone Ranger' (KRNT) but dress their drivers in cowboy regalia. Ungles Baking Co. is the only major breadmaking firm in town that isn't on the air right now and consequently their trucks look

very old-fashioned.

Broadcasting from beneath a large umbrella which is decorated with polka dots to resemble the wrapper on Holsum bread, Dean Maddox is airing his 'Sidewalk Reporer' half-hour three times week KSPO. Each program originates in a different section of the city, KSFO. Each program originates in a different section of the city, always in front of stores featuring Holsum bread.

# Non-Web Stations Meet in New York For Battle Council Against A. F. M.

Washington, March 22.

Independent broadcasters who do not take network programs were summoned Saturday (19) to assem-ble in New York next Monday (28) for a session over American Federa-tion of Musicians' ultimatum.

for a session over American Federation of Musicians' ultimatum.

Special gathering of the non-web Indies was called by committee set up within the National Association of Broadcasters following report on recent exchange of opinions between Phil Loucks, temporary trade body head, and Joe Weber, union czar, Simultaneously, all licensees in this category were implored to submit statistics with which the bargaining committee can confront the AFM.

Without committing any individual operator: the National Committee of Independent Broadcasters tacity agreed to rebel against union dictation, at least until after a fight. Circular pointed out that the body has no authority to huddle with the Federation and cannot do so without information, authorization and instructions. Group, which is headed by Lloyd Thomas, of WROK, Rockford, Ill., added it will not accept power of attorney to bind any station, explaining the only object is to help fluid a formula for fair dealing.

Sign or Fight

Sien or Fight

Sign or Fight

Indie convention, which will take place at the New Yorker Monday (28). For the purpose of taking up with all non-web operators various details of the problem. By that time, the committee hopes: to have received and digested info about music costs with which to counter the AFM demand that indies, like the affiliates, pour 5½% of their gross into the pockets of union tunesters. Committee will try to work out standard clauses for station-Federation contracts, but will leave it up to each individual proprietor to decide whether to sign up or fight. Detailed rates of pay and hours of employment will not be touched on a general scale, since committee feels local through the properties of the properties of the properties of the properties. The questionnaire asks, for into about February grosses and 1937 revenues, card rates, transcription library, used, number of tunesters bired and details about the musical taient supply and union strength.

bired and details about the musical taient supply and union strength. Similar to the blank mailed all in-dustry members last fall by the NAB, in anticipation of the futile attempt to negotiate with AFM on behalf of every station.

Joseph N. Weber, AFM prez, disclosed Monday (21) that Phil Loucks, NAB's acting counsel, is stated to appear before the AFM executive board toward the end of this week to tell what progress has been made in settling the problem of musicians employment, among, the non-network affiliated stations. Indications are that the AFM board will be kept in New York to confer with any delegations that the indies in convention might send over.

might send over.
Upon the deal worked out with the Upon the deal worked out with the form, network outlets depends the ferms of the licensing agreement which the AFM will make with transcription manufacturers. Under a clause proposed by the Federation a recorded program company would be constrained to deny service to a client station not employing musicalisis when a compelitive broadcaster, in the same area has complied with the union's requirements.

#### ARREST RADIO PROMOTER

St. Louis, March 22.

A warrant charging he obtained \$1,500 on the strength of a spurious radio advertising contract was issued Thusday (16) by Assistant Circuit Attorney Olian against Joseph Mark Thompson, who formerly operated the Radio Productions, Inc., here. Specific charge is obtaining. Specific charge is obtaining here; Specific charge is obtaining money by false pretenses. Thompson is charged with having

Thompson is charged with having obtained money from Dr. Rolla L. Sanders, a dentist, over period from Nov. 23 to Jan. 15 by representing he had a contract with the General Grocers Co. of St. Louis to make a series of radio transcriptions to be broadcast on 14 radio stations: Thompson, who maintained an elaborate office which he opened last September, declined to discuss the matter. Released on bond pending trial.

## German Paper Attacks Radio Show It Formerly Sponsored; Nazi Angles

Cincinnati, March 22.

Sunday mainee hour of Germanimusic on WCPO has, after a run of over six months, suddenly become the target of listener complaints. Station management links these stlacks with the editorial potshots that the local Frei Presse, Cincinnati's only German newspaper, started taking at WCOP after the former dropped its sponsorship of the program.

Station claims that the break came after it had insisted on censoring attention of the program.

Station claims that the break came after it had insisted on censoring chatter sandwiched between musical recordings because of the material's alleged resemblance to Nazi propaganda. Freie Press recently carried a front page editorial informing listeners that the WCOP program dight merit the paper's okay and urging local German societies to pass resolutions of protest against, it. Stanza's new sponsor Vernon's Electric Appliance Shop, located in Over-the-Rhein district.

WCOP is owned and operated by Scripps-Howard Radio, Inc.

## Ridge for Congress

Major Edney Ridge, boss of WBIG, Greensboro, N. C., has officially admitted hell run for congress this fall. Idea was churned by Ridge-whoopers for some time with the major wrapped in reference. Now it's official,

Melton's 12 from Chevvie James Melton and Songsmiths Quartet to cut 12 transcriptions with Victor Arden's orchestra for

Platters currently

last week exchanged contracts with the AFM. In their letter to Weber concerning the transfer, Samuel R. Rosenbaum and Emile J. Gough, chairman and secretar, respectively, of the committee pointed out that they were relying on Weber's assurance that the Federation will not interfere with the supply of recordings and transcentinions to signing affilithe union's requirements.

Affiliates Sign

Committee representing the Independent Radio Network

Affiliates for the execution of the contracts. and transcriptions to signing affili-ates, one of the chief inducements

# WOMEN NOT FOR GOVT.-OWNED RADIO: PREFER SMALL PLACE IN COMMERCIAL SUN

PHIL STEWART OUT

Rebelled Against Lady Esther No Billing Rule After Six Years

Chicago, March 22. Phil Stewart is off the Lady Esther Phil Stewart is off the Lady Esther-program after six and a half, years as the period's announcer. Blow-off came last week when the sponsor in-sisted that henceforth Stewart re-main anonymous and no longer mei-tion his name as the spieler on the

Despite the direct order from the sponsor, Stewart mentioned his moniker at the conclusion of his Monday night show. When he re-Monday hight show. When he re-ported for work at NBC the follow-ing night he wasn't even permitted to take off his coat and was shooed out of the studio. He was replaced by an NBC staff spieler who remem-bered not to tell the listeners what his name was.

No explanation given for the spon-sor's decision to break down an es-tablished custom in radio of having the announcer tonsil his mo

# **Ovaltine To** Stick Summer. **Change Copy**

Chicago, March 22

Chicago, March 22
That there is a trend towards more
continuation of commercial broadcasing through the summer months
is evidenced in the latest big script,
show which is readying to signature
okays for summer time. Through
the local Blackett-Sample-Hummert
agency Ovaltine will continue Tittle Orphan Annel' scripter on ir
right through daylight saving time.
Copy will be changed with the cold
Ovaltine stressed as a summer drink,
Advertisers and agencies state that

Advertisers and agencies state that the listening audience curve is level-ing off rapidly, so that the sharp dif-ference that formerly existed be-tween seasonal audiences being eradicated.

DORMAN INTO RADIO DEPT.

R. A. Dorman, executive at B.B.D. & O. in New York, now in the radio department under Arthur

Pryor, Jr.
Acting as a business liaison for

Atlass' Father Very III
Chicago, March 22.
Frank Atlass, father of Ralph and
Leslie Atlass, seriously ill in Henrotin hospital here.

Rural Weeklies, Increasingly Bitter,

#### Luella Laudin Declares Groups Value the 'Big Audience of Sponsored Radio - Explains Misinterpretation of 'Wavering' for 'Warning'

Government-owned radio stations Government-owned radio stations are not advocated, 10 rw would time donations from such stations necessarily be valued by organized groups. This the sense of the opinion expressed to Vannarr this week by Mrs. Luella Laudin, executive director of the Human Relations. Committee of the Vational Council of Women, which is currently engaged in a campaign to preserve the American form of democracy.

Mrs. Laudin guite frankly, states

gaged in a campaign to preserve the American form of democracy.

Mrs. Laudin quite frankly, states that her organization, and she believes most clubwomen, pedagogic and other organizations are too realistic not to know that they must follow the audience to get their ideas across and she believes that commercial radio has, and always will have, the audience. A little room among the commercials on government-owned, all-educational or other non-commercial (and hence probably dull and uninteresting) radio stations seems to sum up the desires of the clubwomen, et al.

Mrs. Laudi actually very prostatus quo. She has no quarrel with radio as is. She favors free speech for her side and her camp, too. She sees the request of her group for free time entirely reasonable and states that many stations are gladly co-operating.

It is true, she concedes, that many.

that many stations are gladly co-operating.

It is true, she concedes, that many educational or 'special purpose' programs and speakers have been poorly presented, have lacked production and have made little effort to dress to what they have to offer in attractive garb. Committee on Human Relations is trying to do something about that aspect so that stations won't be alraid of driving away listeners.

Word 'Warning' Not Used

teners.

Word Warning' Not Used

In connection with the letters sent to stations and the alleged faintly-erased notation reported last week from Philadelphia it is stated that the word was mis-read and mis-interpreted. It wasn't warning, but wavering, and this was a clerical classification for the multigraphed form letters. Stations were divided by the Human Relations Committee into three classes, 'yes—for acceptances,' no—for refusals; 'wavering,'—for not decided. Hence the Philadelphia minsinterpretation in this matter, Mrs. Laudin explains.

Greatest embarrassment to the Council's compaign' when Mrs. Laudin approached him in Washington last campaign' when Mrs. Laudin approached him in Washington last January. This "ndorsement was mentioned in the round-robining to the stations. In combination with the supposed marginal 'warning' Philadelphia thought the organiza-

tion was using the FCC. Chairman's name as a 'slug' to get time donations. McNinoth has been sent a letter of explanation.

Feace Dramalizations
American League for Peace and Democracy has bought time for a series of peace promoting dramatizations on WMCA, N. Y. Group of, radio and legit actors will donate their services and script will be written by established pen-pushers on the cuff.

Series starts March 31, in the 9-

on the cuft.

Series stark March 31, in the 9.

9:15 p.m. niche with the script dealing with the Sino-Jap situation.

Writers who have agreed to do scripting chores include Sidney Kingsley, Marc Blitzstein, Floyd Miller and Ernst Toller. Top troupers in the first dramatization will be Hester Soudergaard and Teddy Bergman.

Bergman.

Recordings of the program will be made during their live renditions on WMCA and offered other stations around the country in areas yet to be chosen.

be chosen.

Didn't Want to Be Asked

Washingt' March 22.
Convincing proof that private broadcasters are alert and willing to co-operate with the Government in exploiting radio for purpose of improving international relations was put on by the three major networks and virtually the entire American industry last week when Secretary of State Hull expounded the Roosevelt administration's foreign policy. Supplying some of the most elaborate coverage on record, the chains answered the threat of government operation by turning all facilities over to the U. S. Gorigin minister so his rebutle to world troublemakers could be short-waved around the globe. Hour-long talk was piped to Canadian and British webs, while several international stations fired it at other foreign and its other foreign and stations fired it several international stations fired it

several international stations fired it at other foreign audiences.

Co-operation of the industry attracted widespread attention since it came in the wake of President Roosevelt's efforts to make greater use of radio for governmental purposes. Everybody pitched in and showed the New Dealers that whenever anything of sufficient importance occurs the 'acilities of private broadcasters are generously at offibroadcasters are generously at offi-cials command. None of the chains waited for invitations to carry the speech, but rather pestered the State Department for permission to book the significant discussion of foreign problem; and U.S. attitude. n.; and U. S. attitude,

problem: and U. S. attitude.

Educational Echo
Minneapolis, March 22.
First direct, tangible result of
KSTP's educational conference last
fall will be aired this week in a
special program with 100 high-school
studes from St. Cloud trotting out
their radio workshop.
Juves, directed by Mrs. Bessie
Stanchfied, former prez of Twin
Cities Music Club, on their first
project have exhumed and notated
Northwest's pioncer ballads. These
were the ditties sung by the lumberjacks and sourdoughs which wereverbally passed down through generations. Youths will warble them,
with background music also from
high-school orch.

# Return Radio Publicity with Sarcasm

Though in the last several years the big city dailles have relented toward radio and given it a bit more recognition, the reverse—with vengeance—is true of the rural

weeklies.

Pastureland editors even send radio publicity back with letters designed to burn em up?

State press associations, which are operated for and by the rural publishers have mounded.

operated for and by the rural put-lishers, have moved on the matter, have moved on the matter. Viriginia association has stickers, headlined "This, matter-towers under the head of Paid Ad-words under the head of Paid Ad-vertising, Rates will be furnished. Stickers are slapped on the pub-licity puffs, which are returned, to their point of origin. Texas Press Association and the Southern News-paper Publishers' Association are also curbing radio publicity. Hast of other rural publishers are work-ing on their own initiative. Paradoxically rural weeklies used to like the free mat, service and reams of pay the publicities sent and had no qualms about plurging the shows by the names of their wom-

shows by the names of their mercial sponsors.

## W. B. Lewis Ship-Shape

W. B. Lewis, CBS v.p. in charge of coadcasts, repaired to a hospital ver the past weekend in order to coape the incessant ringing of telephones.

Lewis also figured that there might

be something organically wrong with him and the two-day stay would give the medic chance to reassure him there wasn't.

P.S.: Report was negative.

#### Phil Baker's Renewal Up

Phil Baker's renewal option is slated to come up for action July I. Agency on the account, Young & Rubicam, will discuss the matter with the Gulf people in Pittsburgh the middle of next month.

Bob Hemings, staft plants at 15-minute weekly shot starting April WHAM, Rochester, laid up two 2. Replaces Henry Busse orchestra, weeks with dislocated ellow, result, which goes on a road tour.

of full on ice. Helen Ankne, and I Gene Zucker substituted.

#### Lew Goodkind Partnered With Calvin Holmes in Chi

Chicago, March 22.

M. Lewis Goodkind has resigned as vp. of the Burnet-Kuhn ad agency here, and is setting up his own offices in association, with Calvin Holmes. They will devote themselves to ad-

They will devote themselves to advertising and radio counsel.
Goodkind-wass-formerly radio dirrector of Lord & Thomas agree, here, while Holmes has been in ad department of Montgomery Ward for past five years.

#### Ted Weems on Mar-0

Chicago, March 22. Ted Weems orchestra goes on the

## Follow-Up Comment

Second international spelling bee promoted by BBC and NBC not so hot as first of series, due to British company choosing spellers incapable of putting a foot wrong. Line-typ called for broadcaster, sportsman, broadcaster, sportsman, broadcaster, sportsman, control of the sportsman of the sports

their stated professions, which said leave the American team the ghost of a chance.

British side accordingly ran out winners by 37 points to 27, out of 42 guesses fluffing only five times. Consequence was the program fell of the when the English chanps were on the air. U. S. team provided almost all the fun, though Fabia Drake, beautifully spoken English actress, at tricky words like aestheticism and rhododenfron BEO and Tom Wood.

Eaul Winn, Were and Tom Wood.

Eaul Winn and Tom Wood.

Eau

Ben Bernie's most recent (CBS) U. S. Rubber broadcast was only so-so. The maestro was not at his best in his attempt to observe St. Pat-rick's Day and be comical at the same time. Switch from the Irish brogue to Lew Lehr's Dutch dialect was disconnected as performed.

was disconnected as performed.

Edna W. Chase, editor of Vogue, in a discussion of spring-summer fashions on NBC's Let's Talk It Over, hit the ball down women listeners alley and clipped it pretty consistently for a 18-minute period. Mrs. Chase's material was good, her voice low pitched, and her delivery clear. She and the interviewer, Lisa Sergio, occasionally sounded lah' de lah, bet did seen the complete of the complete of

Tree Stery program last Friday right (18) over WEAF minitained slick brand of showmanship. Its taken-fron-life human dramas are enough to make it adult literate listener, hold his head in misery, but considering the article plugged, True Story Magazine, the show seems ideally suited to capture boobdom's attention. And that is shrewd explosition for a definitely typed Story Caught was Spoiled Darling.' a literary clambake about the contrasting characters of two sisters. Expertly synthetic and played with forceful persuasion. While the yarn's essentially intolerant and vindictive viewpoint was irritating, it undoubtedly possessed the Sunday-feature section qualities bets suited to contrast included Eispeth Eric, Georgia Backus, Eric Dressler, Van Heflin, Adele Ronson, Erik Rolf and Gladys Thornton. All were convincing. A. L. Alexander's slightly origish moralizing was at least well delivered.

clast moralizing was at least well delivered.

Commercials, capably handled by Commercials, were also incredibly Moral Commercials, which is the state of the state of the state of the state of the state tropics. Current issue of the state of the st

band who doesn't love her?

Johany O'Brien's expert harmonica virtuosity, sole and with band back-up, commends him for wider attention. He has had enough of a build-up from San Francisco via NBC, although that 10 minutes or so accorded the control of the contro

corded by a disker.

Billy Cattzone's Swinging Strings, six-nices combo recently spotted on Fisher at the Inn' over WCAE. Pitts-burth, is giving half-hour weekly show much-needed musical bunch, show mich-needed musical bunch, and add and sure as the sections in particular. Solosist are mostly of the hot style and accompaniment is now twice as effective as under old set-up. Like-wise new and tasty on Victor Brewling-sponsared program male chorus labeled the Plisancers, who can be supported to the proposed program of the proposed program of the proposed program of the program of the proposed program of the program o

Tarshis baritoning for vocal variety, Overlong commercials haven't been scissored yet.

been seissored yet.

\*\*Raekelor's Children.\*\* which Old. Dutch Cleanier eins over CBS on weekdays at 3455 a.m., is one of the quieter am. serials aimed at the housewife. It's on earlier than most of its rivals, so possibly it's a good thing its dramatics are leisurely and quiet. By the time the housewife has cupped the ear through all' such shows and arrived with Myrt 'n' Marge (Super-Suds) just before noon, she'll need to have had a quiet beginning to stand up under the motional strain of hearing all the harrowing experiences Marge has been having lately.

'Children's continuity at present has to do with some members of the foundation of the course of the deep the series of the deep the series of bottles, and she cried when she learned the truth. It's pap, but pleasant. Sponsor's plugs are of the saner sort.

Arthur Godfrey's M.W.F 7.15-730 p.m. chore over CBS for Barbasol continues to fit grove neatly for both sponsor and audience sought. Piped from Washington, D.C. where Godfrey is mikeman at WJSV, the effortless patter gets across cleanly. Sings several songs of the pop variety, and though he has no 'voice,' Godfrey can carry a bit of melody and his jaunty manner of doing so is quite his original own.

own,
Hammond electric organ, chiefly
used for fast swing, is good background to contrast the drawling,
lazy banter of Godfrey. The plugs
just drift aver—but probably land
on listeners' subconsciousness with a
thud.

Lux went preity far afield (14) to plug in Mrs. Elizabeth Meriwether Gilmer, better Jacown as Dorothy Dix, from her New Orleans home. Mrs. Gilmer, whose Dorothy Dix column is widely read, did a little theorizing on marriage which probably sold with the masses who go for her type of stuff. She recorded nicely.

anly sold with the masses who go for her type of stuff. She recorded nicely.

"Mrs. Wiggs' has been out of the cabbage patch for some time. Just now she's in Chicago for Anacin five days weekly 10-10:15 a.m. She isn't having a completely happy time, but then the poor—she's now lod, too—lady never did. For the sake of dramatics she just couldn't. Need on the program is some humor, since the character is—or was—adaptable to such treatment. What is particularly worrying 'Mrs. Wiggs' these. mornings lately is whether her daughter 'Australia' has met a really nice young man in 'Paul' Barry. That's worried mamas on radio serials before.

Geripts show a tendency to stretch oracio serials before.

Chap the daughter last met turned out to be a very bad character. It's two to one the new lad turns out ok. If not probably both man and daughter will need some of the sponsor's product.

'John's Other Wife,' early, am.

and daughter will need, some of the sponsor's product.

'John's Other Wife,' early a.m. serial which five-a-weeks over NBC-Red in behalf of Edna Wallace Hopper of the series of the ser

established.

Songshop program over WABC-CBS last Friday night '(18) for Coca-Cola rang up a pretty high severage for the variety type show. Several kinds of music on the stanza were constituted by the stanza were standed to the stanza were several to the stanza were constituted by the stanza were constituted by the stanza were constituted by the stanza were severally to lend a range of song personality to lend a range of song personality to lend a range of song the stanza were severally to specify the affair is slightly on the innecuous side. (A result of specific precipitation of specific programs with the stanza stanza through the stanza were severally with bet Sharbutt replacing Frank Church and the stanza were severally stanza were s

orchestra. Singin' Sam guested on the session caught. Without following Crumit's lead of mc.-ing and anging, Sharbutt merely intros the turns, which he does in direct and ingratitating fashion.

Each performer was on for a pair chrumbers, Miss Connor leading the Ciclita Linda. Infectious Mexican ballad with pleniy of castanet seasoning and ample field for her clear soprano pipes. Singin' Sam's two efforts were the Bert Williams number, Somebody Else, Not Me, which wasn't up to the original and Lonesome Road, which was poorly done. Haenschen's offerings were 'Yankee Rose.' Windinght in Paris' and 'Silli in the Night. of which the last two rung the bell. Commercials, which plugged the 'pause that refreshes them, were to the point and carried a punch.

a punch.

San Juan Capistrano in California is the annual scene of a miracle when swallows appear regularly on St. Josephs Day. Which event got NBC not and bothered again in 1938 and resulted in a stamfering sustainer in which the stamfering sustainer in which the terribly pressed announcer struggled for 15 minutes to keep up the illusion that the red network was still on the air. Numerous pauses and awkwardnesses.

Beginning with the statement that he old Mission was so restful and quiet, the next step, a solo on a wheezy, ancient and harrowing organ, destroyed the peace and defied rest. The answer to the bad reputation of sustainers.

rest. The answer to the bad reputation of sustainers.

Justified comment, even when saying a good word for the third broadcast of the brewers cooperative program over CBS, is this: Why couldn't you (whoever 'you' is in this medley of sponsors and in-betweeners) have done this in the first place? Why, in other words, must network commercials find out the difference between bungling and finesse only after the commercial find out the difference between bungling and finesse only after the commercial find the commercial find

Spring swan song for 'The Shadow,' sponsored by Blue Coal, was a gracious acknowledgment by Orson Welles, who personates Lamar Channon, alias he Shadow, and Agreement and the Shadow, and Agreement and the Shadow, and Shadow and Sha

in midriff during the most suspense full period. Each dramalet runs 30 mins, and each its a heir-raiser.

RCA 'Magic Key' program Sunday (20) included premiere rendition of Ferde Grote's new composition. The Melodic Decade. Piece is, in each of the piece and the properties of the piece and the piece work the adjudged important is certai; it is no milestone. But it is an elegant II min, arrangement. That the piece won't be adjudged important is certai; it is no milestone. But it is an elegant II min, arrangement, and the piece work the adjudged important is certai; it is no milestone. But it is an elegant II min, arrangement, and the piece work the piece work the adjudged important is certai; it is no milestone. But it is an elegant II min, arrangement, and the piece work the piece with the piece work the piece work the piece work the piece work the piece with the piece work the piece work the piece with the piece work the piece with the piece work the piece with the piece work the piece with the piece work the piece work the piece with the piece work the piece with the piece

## TALENT MILLS

No. 5-WOR, N. Y.

Starting as a rock-crusher unit in 1922, WOR was a vague noise in the cosmos interrupted by Al McCosker, probably America's first film chatterer to broadcast. McCosker, hung around and got to be president for 78 G/s...not to mention Martha Deane (Maiy Margaret McBride) a victim of a series of salary boosts to 52 G. Culturally WOR had the Philharmonic first and dinner music turally WOR had the Philhar-monic first and dinner music was its hot novelty way back when. hen. Charli Chaplin is in the rcc-

when.
Charli Chaplin is in the record as broadcasting WOR.
Which cured him more or less permanently. Sir Thomas Lipton guested for the station and so did Thomas A. Edison. For thanks. Houdini was a big hullaballoo-stirrer over WOR.
WOR has been keeping metropolitan, N. Y. in physical shapes since 1923. Thousands have been turning over in tempo to the early morning beat of Arthur Bagley, Bernarr Macfadden and John B. Gambling, the three bend-downers that have spanned an uninterrupted 15-year national groam. Frances Largford Nelson Eddy, Lucille Manners, Gabriel Heatter, Rudy Vallee and Pic and Pat were early WORers. Jack Poppele, chief engineer, put the the station on the air and has nursed a mania to make it louder ever since. Station went to Harvard for its general manager, Ted Streibert, and to sea for its artists bureau. Nat

who joined the Met opera this searson, made her first air appearance
the program and shaped up
martly, Her pipes are well educated
and possessed of fine tonal color
and strong fibre. Numbers were the
'Suicidio' aria from Ponchiellis'
opera, 'La Gioconda,' a slice from
'Cavalleria Rusticana,' and Strauss'
Dream of Twilight'.
Linton Wells, regularly on program as perambulating interviewer,
was picked up for his remole from
Montreal, where he quizzed John
Bassett, publisher of the Gazette in
the straight of the first of the first of the
Bassett, publisher of the Gazette
in that the straight of the first of the
first and not too humdrum as are
often the interviews of Wells.
Against all the lofty-brow stuff,
MBC orchestra offered 'The Toy
Trumpet.' It was pretty much lost
in the shuffle especially as it was
poorly placed—just shead of the
Grofe composition.
Indorsements of RCA's radio sets
force composition.
Indorsements of RCA's radio sets
were read—one from Dr. Damrosch.

Indorsements of RCA's radio sets were read-one from Dr. Damrosch.

Joe Penner program Sunday (20) for Coco-Mait had good situations in the comedy bits and swell trouping; poor puns hurt considerably and the smart lines did not wholly offset an arm-length-long list of the lowest show had but scainty opportunity. Happier layout would have found these broadened and the weaker elements of the script jettisoned.

Show, of course, has to meet a delicate balance, aiming primarily at the children, yet the material must be fibred to hold adults in the family audience sought.

Stooges of various descriptions were all effective, fortifying the sequences considerably. Penner was of course, Penner, His style is good, honality a distinction that and his percomping "Its Wonderful," Jimmy Grier's orchestra also had but one bit, romping through I Was Doing All Right, with lyrics vocalized by pert rhythm singer Julia Gibson.

Those anonymous testimonials.

True or False' quiz, which Wil-

CARBOLL LEVIS English Amateurs 60 Mins. Wednesday, 8:15 p. m. BBC, London

BBC, London March 12.
Rating as a British Major Bowe, Carroll Levis brought his 'discoveries' to the BBC mike on a 60 minute program ranking pretty high as entertainment. Levis, a top-notch compere for material of the type, has a breezy personality, his comments are light, but not fresh, and by the comperation of the second published by the compercial of the content of

obviously has ability to put nervous performers at their ease.

Show comprised 15 vaudeville inknowns. Their stuff ranged from very good to average. Material was varied and interspersed with cross-talk, which gave it human value, final effect being to display a great deal of useful talent, which surely will be used professionally.

High spots included Potter Bross, a trio of milkmen who sang and played a Hawaiian medley with the assurance of veterans, George Becton, a car salesman with novel-technique in imitating unusual noises; George McFee, a bird imitation with beautifully huid, vocal effects, Ken Warner, impersonator of fects, Ken Warner, impersonator of comedy, act and Sid with a good comedy, act and Sid with a good comedy act and sid with the word with the may fair Hott.).

Many of the turns might have im-proved had they not based their acts to slavishly on those of established radio stars; carbon copies of the Mills Bros, the Boswell Sisters, Gracie Fields and others did not carry much entertainment after the actual thing.

THE TERRIBLE MEEK'
With Hilds Spong, James Beil, Reginald Bales
30 Mins—Local
Sustaining
WidOA, New York

WMCA, New York
Anglican church of St. Many the
Virgin, which fringes Times Squire
and has many actors in its congregation, promoted time from the station
for a series of Lenten dramatizations.
Actors from the parish cuffo their
services.

services.

First was downright disappointing.

Many Rem Jones adapted Charles Many Rem Gones adapted Charles Many Rem Gones and State of the State o

WHEEL OF CHANCE With Joe Gentile, Wally Townsend, Bill Lewis, Bobby L'Heureux, Gordon Fleming, Toby David, Paul Robinson, Matti Holli's hand Varlety

30 Mins.; Local

Variety
30 Mins.; Local
PARTICIPATING
Cooperative
Daily, 6 p.m.
CKLW, Detroit

Daily, 6 p.m.
CKLW, Detroit

Lively and agreeable dinner-time participating musical show with a new (caption, "Wheels of Chance" show has somewhat of a carnival aimosphere with the wheel indicating what's next as it stors. It may be Baritone Bill Lewis turning in a solo; Bobby L'Heureux in a contralto offering; Wally Townsend at the piano or Gordon Fleming at the organ; Gentile and Toby David doing the harmonica a twirt, or Matti Holli putting the boys through a pop number.

Besides putting show through its pop news store also reads off a few a nice job on coopeday by bits Likewise handles the problem of awarding 55 nightly to lucky listener whom he selects from several phone numbers. If listener is hearing Wheel, telegraph boy is sent with order for \$5.

Guide) was dropped by his fifth. Jack Sher (M. Y. correspondent of Detroit Free Press' weekly radio supplement) failed on his second, and George Opp (Philly Ledger) on his large of the management of the managem

SPRING OUTLOOK ON BUSINESS'
With Joseph M. Schenck, Tom Gird-ler, Alvin Macauley, A. J. Byjes, J. J. Peiley, Paul S. Willis, John F. Anderson, Morris W. Hatt, Edwin S. Friendly, Hon. Daniel Roper

Symposium 30 Mins Sustaining Monday, 8:30 p. m. WEAF-NBC, New York

Monday, 8:30 p. m.
WeASP-MEC, New York
Peraphresing: Snow White and the
Peraphresing: Snow White and the
Syven Dwarts, Zedwin S. Friendly of
the American Newspaper. Publishers
A. "cead a little injule over the air
that summanize: the question posed
—but not particularly answered—by
this half hour:
Mirror, mirror, on the walt,
Will spring business rise full:
It was a marshalling of mouthpiaces for huge pieces of big business. Show big was reprosented
tspeaking from Hollywood) by its
Jaseph M. Schenck, who sounded an
optimistic note that, despite the
cession and unsatisfactory grosses, at
the moment, the film companies were
going ahead with large-hudgels and
a determined effort to wham over,
product that would command profits.
Schenck declared Hollywood was
the west of the word of the companies were
the west know mist come. Said that
industry has never had so many jinportant and costly pictures in production than now. Declared temporary discouragements cannot stiffe
creative business of picture making
and industry has every confidence in
future.
Schenck cited following figures to

and industry has every confidence in-future.

Schenck cited following figures to sflow industry is showing way out of recession: 281,500 persons em-ployed in theatre operation: 50,000 engaged- in production; 1937, payroli-for, Hollywood alone \$91,000,000 annual-ty in taxes; industry investment in Up in taxes; industry investment in the production of the production of the state of the production of the production of the state of the production of the production of the theatre of the production of the production of the state of the production of the production of the state of the production of the production of the state of the production of the production of the state of the production of the production of the state of the production of the production of the production of the state of the production of the production of the production of the state of the production of the production of the production of the state of the production of the production of the production of the state of the production of the production of the production of the state of the production of the production of the production of the state of the production of the producti

ly in taxes; industry's investment in U.S. around two billion; Holly wood studio- investment \$10,000,000.

In closing, Schenck said to the duty of maintaining highest possible the state of the state o

## JOHN ADAMS WARNER

JOHN ADAMS WARNER
Fiane
Fiane
Is Mins.
WJZ-NBC, New York
John Adams Warner, superinterdent of the New York State
Police, demonstrated skill as a pianist
by playing Casar Francks Symphonic Variations for gasen Harrison's
Rockester Civic Orchestra over the
MBC blue from WHAM, Rochester,
Major Warner, who studied abroad
for a concert career and who played
the organ for a brief period in a
Broadway theatre, was spotted at the
beginning of the hour-long broadcast
apparently to permit an early getway. During his 16-minute appearance, the State Police head showed
authority of attack and the smoothness of technique associated with
the professional planist. Hall offerthe first mike date with the
Rochester orchestra nor on the NBC
network, Major Warner had played
with the upstate unit, as well as with
Radio City Music Hall orchestra
several time.

He's son-in-law of Al Smith.

Jaco.

He's son-in-law of Al Smith.

Jaco.

RACKET CHASERS'
With Gordon E. Smith, Vic Campbell
Interview-Drain
15- Mins — Local
Tuesday, 19:45 p. m.
WKRW. Buffalo
This is a form of Gang Busters
without bullets. Gordon E. Smith,
general manager of the Buffalo Better Bir bureau, is q. and a d by Vic
Campbell, WKBW writer-producer,
on current swindles affecting localites. (Fake stock, mail order, door
to-door, sweepstakes, sho bureau files
is drainatized, sans blood and thinn
der abut rendered engrossing by
shrewd antics of erooks and, of
curres, shrewder anties of law and
bureau in tracking them, down and
protecting the gullible public.

What show lacks in action it makes
to in it-might-happen-to-us plausibility and in come situations, some
of the suckers being depicted as
useful, midgets.

Street well and informally. Weak in
terpretation in spots by amateur acres well and informally. Weak in
terpretation in spots by amateur acres burs, but on the whole the drain
is simple enough for them to handle.
Music sequences transcribed. Reed

SIR HARRY LAUDER

SIR HARRY LAUDER
Songs, Orchestra
30 Mins:
Sustaining
WOR, WJZ, New York
With NBC and Mutual picking up
the rougent from the British Broad,
Gasting Con.
With NBC and Mutual picking up
the rougent from the British Broad,
Wednesday (16) got their direct
graph from the British Broad,
Wednesday (16) got their direct
ing of Sir Harry Lauder in nine
years. While rich in reminiscence
for the older element, the meistersinger's performance nust have
made a deep impress all the way
up and down the age line. Sir Harry
himself is 68, but the years haven't
had the slightest diminishing effect
her was at the mike during the entire 30 minutes, interpolating wit and
astory between the ditties that had
made, him an 'international figure.
Sir Harry opened with the inevitable
I Love a Lassie, and kept it rolling
for nine verses. His repertore included 'I'm Tired of Roving,' Welcome MacAlister Home. The Flower
relided 'I'm Tired of Roving,' Welcome MacAlister Home. The Flower
of the Rodard State of the Propertore
has the propertor of the Propertore
has the propertor of the program Sir
Harry rung a bulg for the Glasgow International Exposition.

Odec.

ROSE MARIE
Songs
Sustaining
13 Mins.
Mon.-Wed., 6:39 p.m.
MV12, New York
Rose Marie. formerly Baby Rose
Marie. now grown up, went on the
air Monday night (14), in a new sustaining series. It's on at a good
hour, 7:30 p.m., and in addition to
Monday, night, the program will
also be broadcast at the same hour
wednesdays, voice listened rasping the month of the program will
also be broadcast at the same hour
wednesdays.
This might be nerves and probably
corrected. Diction, among other
things, in her favor. Something of
sweetness and youth also tinctures
her singing.
Each broadcast will include what

sweetness and youth also linctures her singing.
Each broadcast will include what Miss Marie terms memory tune. Opener was Jealous, pop of about 14 years back which she improvises a bit. That number never needed any tinkering with. A theme tune flavus as the curtain comes up and as 11 spes down.
Char.

# FRANK LUTHER

FRANK LUTHER
Songs
15 mins
Sustaining
Friday, 9:15 a.m.
WEAF, New York
Frank Luther's early morning
show fairly reeks with saccharinity
but is marked by a professionalism
that sufficiently entertaining to
trock simple, sentimental femininity
into ambrosial imagination, Luther
knits a lyrie tenor voice, sentimental song with obvious philosophical wheezes, taking a personal
on by makes his performance inti-

metlo-you sons a sone makes his performance manages on he makes his performance manages. Here's a line on Luther's type of songs: This Is My Night to Dream; Wonderful You, and 'I'm Forever Blowing Bubbles.'
It's when he tries something like Tye Got Plenty of Nothing, from Gershwin's Porgy and Bess, that Luther misses. Song seemed too tricky for him.

tricky for him. Shan.

5.000-WATT CELEBRATION
With Walter Knick Orchestra, Billy
Baer Orchestra, Geer Parkinson,
Ray Beese, Ruth Davis, Snook
Neal, the Off Beats
90-Minst, Local
90-Minst, Lo

been taken care of earlier in day.

JERRY LIVINGSTON ORCH.

With Ruth Brent
15 Mins.
Wednesdays, 8:45—Sustaining
WOR, Mutual, New York
Picked up four times weekly on.
WOR's panied of hoot spots, Livingston crew does not impress as being other than a rum-of-tice-mill agreement of the spots o

EDWARD STARTZ Dutch Announcer

Duth Announcer

13. Mins.
Sustaining
WABC, CBS, New York
Edward Startz, tabbed the 'seven
language announcer' of PCJ and
PCJ, Holland, in a recent interview
with Bob Trout over CBS, showed
to the control of the control of the control
matter of fact. Startz, outshone
Trout.rated one of Columbia's aces.
The Hollander seemed to be more at
ease, to be better ad libber, to
possess a breezier, engaging personality and to have more on the radio
ball generally, although the script,
making Trout play up to Startz,
probably contributed to this impression.

See at at any rate, why Startz over
a period of II, years has become big
in Holland. Only an occasional isplaced by.

# GREAT CATHEDRAL CHOIR Lenten Special 15 Mins. Sustaining Fridays, 2:45 p.m. KFAB, CBS, Lincoln Cawling that Latton religious

Sustaining
Pridays, 2:45 pm.

RPB, CBS, 1:45 pm.

Great Cathedral Choir Series of six broadcasts started Friday (11).

Origination is via KFAB, with anyouncing done by Bob Moon, KFAB staffer.

CBS made a good choice in the choir, since its nationally known, having been on previous net broadcasts and on concert four several times. Quality of its work is on partimes. Quality of its work is on partimes. Quality of its work is on partimes of the control of

NEW VOICES ON PARADE

With Howard Grode, Ray Nelson,
Claire Deerfield, Rita Falma, Sandra Stoane, Endell Williams,
Frances Taibet

Frances Taibet

Thureday, 16 p. m.

WEVD, New York

This stanza, which has been on for around six months, is aimed to uncover talent. Attempt has been made to give the show some production, so it's billed as coming from Minnie Merosky's music counter at the Haineville department store. Idea is that the various customers do their stuff that the various customers do their stuff that should be suffered to the stuff of the stuff that the various customers do their stuff that should be suffered to the stuff that warbling, might, have the copposite effect.

Whole thing is a strange setup that

and spending. In some cases the warblug might have the opposite effect.

Whole thing is a strange setup that never even approaches clarification. It any talent is unearthed on the street and the second of the street and the street

whole thing is a strange setup that never even approaches clarification. If any talent is unearthed on the show it would be a miracle, for the presentation is so muddled and so lamstrung with prop sounds by was hard the presentation is so muddled and so lamstrung with prop sounds by was hard for the presentation of several characters in the proceedings and Minine Metoosky's unintelligible Heeb introductions, it's all a mystery.

For the records, on the show caught (10), one gal had a fairish deep voice which she wrapped around 'Down With Love,' a pinnish deep voice which she wrapped around 'Down With Love,' a pinnish deep voice which she wrapped around 'Down With Love,' a pinnish deep voice which she wrapped around 'Down With Love,' a pinnish deep voice who had a fairish deep voice which she wrapped around 'Down With Love,' a pinnish deep voice which she wrapped should be defended to the search of the proper with the works, ought to untangle his program before attempting to Boone talent.

TOM KIFFER'S ORCHESTEA Shad for the bord of the proper with the pr

Gregory Gentling, owner and manager of KROC. Rochester (Minn.), sunning in Florida and the South for six weeks.

HOWARD DIETZ
With Sidney Ksufman
15 Mins-Local
Sustaining
Monday, 8:45 p. m.
WQXR, New York City
Now that he's played a break-indate Howard Dietz can dicker with
Rudy Vallee for a 'due on the liftequivalent of the Palace. Exchange
of repartee between the M-G-M exce
and his WQXR, quizzer was suffiequivalent of the Palace. Exchange
of repartee between the M-G-M exce
and his WQXR, quizzer was suffiequivalent of the Palace. Exchange
of repartee between the M-G-M exce
and his WQXR, quizzer was suffiequivalent of the Palace. Exchange
of repartee between the M-G-M exce
and conference of the Palace. Exchange
a good sophisticated
program (which Vallee has—when
in New York).
Dietz couldn't get a job as an announcer on the Lady Esther serenade.
He hasn't got another sex appeal in
his voice. But the voice is clear and
the speaker literate so men and

CARLO MORELLI CARLO MORELLI
With Antonie Almerechi orchestra
and chorus
and chorus
38 Mins; Local
LA ROSA MACARONI
Wednesday, 8 p. m.
WOR, New York

LA ROSA MACARONI
Wodnesday, & p. m.
WOR, New York

(Commercial Radio)
Show built around a Metropolitan
opera voice using classical and operatic background patently designed
to attract Italian ears, but good
enough to glean wider audience. In
Carlo Morelli's selection of songs,
spotting of appearances and orchesindependent of the selection of songs,
spotting of appearances and orchesindependent of the selection of songs,
spotting of appearances and orchesindependent of the selection of songs,
spotting of appearances and orchesteneded intelligents under a reviewed
the baritome opposed up with
casual springting or selection of Secondary
in from Songs of Islanders, of
Sicilian origin, brought chorus in
midway. Morelli returned for Figgaro, from Barber of Seville, and
noneed that he'd performed it for
La Scala at Milan under Arturo
Toscanini. For an encore. 'Ala Miaprojected a more plaintive number
atter, robust operate tune.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort. Finate
applied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' best effort.

Anvil Chorus' from 'Il Trovatore'
supplied chorus' from 'Il Trovatore'
supplied chorus' from 'Il Trovatore'
s

JIMMY MCALLISTER
Songs
Songs
Johns—Local
Bands—Local
Bands—Local
Bands—Local
Bands—Local
Bands—Local
Bands—Local
Singer of Irich sentimental times
has an okay set of imp. Program
obviously reaches the through times
whom it is aimed as sones are dedicated, to numerous birtidayers, etc.
in Uncle Domish style, Band contributes one—two sets of fitting
Irish jigs.
For the short-time bought for this
resentation commercials are minch
to windy. Jong soile midway could
to shayed and still implant sponsors
message.

CHRIST IN CONCRETE With Santos Orlega, Jerry Brennan, Victor Albini, Robert Lawrence, Carl Emory, Philip White, Robert Crozier, Nina Simmons, Vivian Authony, Kitty Clarke, Margaret Fisher, Geoffrey Warnick, Jack Raymond, Harold L. L. Hillery

Jery 30 Mins. Sustaining Sunday, 8 p.m. WOR-Mutual, New York

In mass.

Sustaining Sunday, 8 p.m.

WOR-Matual, New York

This WPA-produced drama was taken from Pietro di Donato's tragical and the prospect of the production of the production of the production. Place of the production of the production. It was one of a regular series by the radio unit of the Federal Theatre. Idea is to continue using current magazine stories.

Christ in Concrete was slory of an unscrupulous building contractor, his conscientions Italian foreman and the horde of amiable construction job. There a was the main theme of the villalnous contractor of the worken of the construction job. There a was the main theme of the villalnous contractor ordering the worken to skilmp on the amount of cement used. Some of the men, particularly the foreman, who continually protested, against the risk involved, leared the walls might collapse.

Minor theme deals with the foreman and his family, his wife's and children's excluence when he came children's excluence when he came thildren's excluence when he came the prospect of owning their own the prospect of owning their own the prospect of owning their own the supernatural explanation was never with the foreman moaning hysterically in pain and terror and an offstage voice (whether his mind or whether there was some other supernatural explanation was never while the yard was demanded to the walls of the building finally did collapse, burying the foreman colors were established was admirable. But whether because of integral the walls of the building finally in pain and terror and an offstage voice (whether his mind or whether there was some other supernatural explanation was never while the yard was demanded to the prospect of broken English dialog, the drama became increasingly confusing.

Merits were builed by this lack of the walls of the demanded in the Next Times, discussed, eruditely, the wespager Talk.

Dr. John H. Finley, editor of the N. Y. Times, discussed, eruditely, the wespager as an aid to education, in

Sustaining WABC. CBS, N. Y.

Dr. John H. Finley, editor of the N. Y. Times, discussed, eruditely, th newspaper as an aid to education, in minute address on 'The American School of the Air, 'Columbias' excellent afternoon sustainer. Dr. Finley's love for and knowledge of aneignt history—this time Biblical—served as the teeing-off, point for the state of t

ELVIRA BIOS Songs 15 Mins.

Songs
15 Mins;
15 Mins;
15 Mins;
15 Mins;
15 Mins;
16 Mins;
16 Mins;
17 Mins;
18 Min

boring.

DRAKE BINGHAM
Newcaster
15 Mins.—Local
Daily, 10:30 p.m.
WKY, Oklahoma City

a Daily, 10:30 p.m.

WKY, Okiaboma City
Bingham generally opens with
weather report and closes with som
anusing ancedote from the day
news. Cathers material from three
lefetypes set up in WKY's studies
and rewriters for his own-use with
enulasis on short, punchy senlefetypes set up in WKY's studies
and rewriters for his own-use with
enulasis on short, punchy senlefetypes set up in WKY's studies
and rewriters for his own-use with
enulasis on short, punchy senfer and the might of the Hilber putch
Austria. Bingham conders of
mist of the major news of the entire
hisporping into one stim and presented a good resume of the situation taken as a whole.
Bingham was pulled in from
WNAD, the University of Oklation
waton about two years ago. His
style of delivery shows rescuilly
anot when compared to many newsenters of this section who sawn to
enters of this section who sawn to



Cleveland and the ARTISANS in Philadelphia for the opportunity of presenting this and other great attractions.

Music Corporation of America

Entire production booked exclusively by the

MUSIC CORPORATION OF AMERICA MCA ARTISTS, LTD.

NEW YORK CHICAGO SAN FRANCISCO BEVERLY HILLS CLEVELAND DALLAS LONDON

SEVEN OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE ORGANIZATION IN ITSELF

Thanks to

T E D L E W I S

and his company also BERT CORDON—"The

Mad Russian"—VYOLA VONN—"Fifi" and the

MUSIC CORPORATION of AMERICA

for making my Cleveland-Philadelphia engagement a

pleasant one.

**EDDIE CANTOR** 

## **Government Looks Into Shortwave** As an Offset to Fascists and Nazis

Washington, March
Ctassifying of international broadcasting stations which do not cooperate with the Federal Government or are not concerned about using their

are not concerned about using their facilities for subtle propagada was siggested last week as President Roosevell's advisory committee on foreign radio began functioning. Expansion of American service to other countries, particularly the Latin American republics, was the chief topic of discussion at the subcommitting of discussion at the subcommitting of the subcommitted of the subc topic of discussion at the succommit-tee; session bossed by Dr. John Studebaker, Federal Commissioner of Education. Representatives of NBC, CBS, General Electric. West-inghouse and World Wide attended. Called primarily to turnish in-formation which can be embodicd in

formation which can be entided in a report to the President, the meet-was devoted to discussion of many mechanical and policy ques-tions requiring several hours. Among the various ideas tossed into debate

(1). Linking U. S. international short-wave transmitters into an In-formal network, to make certain of better coverage in the Western

better coverage in hemisphere.

(2) Type of programs which good-neighbor listeners prefer.

(3) Promulgation of an international standard of public service, convenience and necessity.

(4) Clarification of the government

(4). Clarification of the govern-ment's policy on international broad-casting, plus loosening of the re-trictions against commercial advertrictions against commercial adver-tising on programs designed for for-eign reception.

(5). Possible extension of regular

eign reception.
(5). Possible extension of regular
U.S. chains into Latin-American
countries, similar to the present service rendered to the Canadian sta-

While no important conclusions were reached, the conferees spent considerable time in talking about the idea of advocating a heaving at the idea of autocating a manual which all international licensees would be compelled to show what they doing with their facilities. Motive would be to gag the operators who lackadaisical, thus opening up more spots for persons the activated desire to do their part who actively desire to do their part in winning good-will beyond the U.S. borders.

U. S., borders.
Cost ve. Patriolism
Although spokesmen for private interests emphasized what a good job they are doing and pointed to better coverage and high type programs, the brain-trusters were concerned about lifting standards still more. Consequently, the most realistic talk centered around line charges, with which the cardemigns never with which the academicians neve with which the academicians never have been concerned. Operators were entirely agreeable to making all their plants available to air si-multaneously educational programs from Washington but wanted to know who would foot the bill. There's a limit to patriotism, it

seems.
Sharl was hit in trying to wook
out—on paper—some way to pipe
regular U. S. programs into freign
stations. Networks said they are
ready to serve transmitters in Ceutral and South America, whenever
somebody pays the tolls. Rebroadcasting was touched on, but no more
success was enjoyed in settling this
point.

Committee which will advise the inerdeparmethal group, named, by the President, on the possibilities of educating Latin-Americans via radio wouldn't admit that the Federal Government was concerted about pumping out political propagands, but hinted the U.S. wants to counter. The Hiller and Mussolin influence in subtle way. American stations, instead of swashbuekling and preschings, would-suggest deftly the advantages of living under a democratic rule and the benefits of Wistern hemisphere unity. Committee which will advise the

erune rule and the benefits of Western hemisphere unity.
Aiding Dr. Studebaker in formulating ideas on educational adgle are
Samuel Guy Imman, consultant to the
laferior Department, and Dr. Ernest
Gruening, director of territories.

Regina, Sask, March 22.

CFCF's Ski Train Stunt

Montreal-Marcel 22:
Station CFCF and the Cunndian Flatence Railway staged a special broadcast from one of the Laurentian Mountain ski trains last week. Will see the week will pick up part of one proportion of the cunndian Flatence Railway staged a special broadcast from one of the Laurentian Mountain ski trains last week. Tourists were asked to speak brist fourists were asked to speak brist pron experiences.

## **English Notes**

David Hofman, former Canadian announcer at Station CFCF, Mont-real replaces Leslie Mitchell as B.B.C. television announcer. Mitchell has gone to British Movietone news-

Finish of annual Oxford and Cambridge boat race, prominent national sporting institution, will be televised April 2. Event has been broadcast egula: ly for many years.

On account of the delicate political situation, B.B.C. called off a three-way debate by two Members of Par-liament and an outside observer on Germany's claim for return of her

#### **Radio Finds Compromise Grounds for Settlement** With Canadian Musicians

Montreal March 22. Officials of the Musicians Federa-tions of Montreal (local 406, A. F. of M.) have reached a satisfactory set-flement of local problems, according thement of local problems, according to reports, following conferences with W. Murray Gladstone, general manager of the Canadian Broadcasting Corp., and E. Bushnell, CBC labor representative. Understanding is, that pay increases will become effective April 1, exact figures not being available as yet.

yet.
While the CBC cannot, as a gov-While the CBC cannot, as a government organization, institute a closed shop in the broadcasting field, it is believed that assurances have been given union executives that union musicians will be employed as far as possible under the present setup. Allowances for extra rehearal time have also been made.

Production schedule at CBC studios here, which has been temporarily, slowed pending clarification of the union difficulties, will now be resumed.

## No Dangerous Thoughts Can Penetrate Japan

Tokyo, March 4.

Having discovered that possibly some dangerous thoughts are still being received here, via short wave, the Communications Ministry is planning on installing several short-wave stations to send out disturbances on suspected channels.

Regular channels used by several Russian stations are messed up by similar action of Japanese stations.

Meanwhile confident that the Olympics will be held here as skedded, in 1940, the Japan Broadcasting Corp. Is conducting a survey and experiments, to determine equipment and other matters connected with broadcasting the games. Crew now

broadcasting the games. Crew now in the Hokkaido (Northern Japan) in connection with the winter games

## Canadian Set Sales Up

Montreal, March 22 New all time record high in man-ufacture of radio sets reported for 1937 by the Dominion Bureau of Statistics. Output of, 293,729 sets is reported, with factory selling price \$12,878,591

of \$12,878,591.
Figures represent an increase of approximately 16% in volume and 11% value, 253,896. Sets having been turned out in 1936, valued at \$11,388,173. Previous record, bitch was attained 1931 with 291,711

Regina, Sask., March 2

#### F. C. C. Probe

(Continued from page 28)

minority had succeeded in winning sufficient votes to kill Crayer's idea of having special committee do the work, members tingled angrily about, the procedure but were unable to reach any decision regarding mechanics.

#### McFarlane's 'Yes. If

Question of how to do the job is of major importance, particularly since Congressional critics will be since Congressional critics will be watching every mov Even before the order was adopted. Representa-tive McFarlane, Democrat, of Texas, tive McFarlane, Democrat, of Texas, hinted that mombers who had served on the old broadcast division ought to be disqualified—lest the Commish be put in the position of probing itself—and this point was suggested during the aimless deliberations.

suggested during the aimless delibcirations.

In view of the mass of work confronting the full membershipadoption of new rules of procedure
and of revised allocation principles,
listening to oval argument, weighing,
proposed telegraph tariff increases,
and pondering policies on station
sales in particular—most of the
members seemed gravely worried
about finding necessary time. Looks
like a committee or several subcommittees may be required. Or the
work may be parceled out to the
staff, under the supervision. of individual members, responsible for
particular phases. Where to begin
is a major conundrum.

Few hours before the order was,
adopted notice was served the
Commish via the Congressional
conditions are served. The
Commish via the Congressional
deligently carried on. Rep. McFarlane, who has been in the van of
the movement for a legislative incuisition, expressed pleasure that
Craven had taken the lead in facing
the problem and blasted Chairman
McNinch for attempting to throttle
the probe.

No Whitewashing

the probe.

No Whitewashing

the probe.

No Whitewashing
Observing that opposition of Commissioners Sykes and Case might be understandable, the Texan, said he was 'a little surprised to learn that the Chairman voted against the Craven resolution. Pointed to the Chairman's statement at the recent NAB convention and said he understood that President Roosevelt a week earlier instructed MoNinch to see that the alleged monopoly in radio was exposed. Hoped the majority would not be misled into permitting an investigation by a committee composed of those who served either on the broadcasting division or by the legal department, which jointly more or less responsible for the radio monopoly which now exists.

which now exists.'
Added interest the Commist action resulted from disclosure earlier in the week that Congressman John J. O'Connor of New York; the Democratic chairman of the House Rules Committee, recently went on record as threatening to bring out one of the many resolutions authorizing legislative investigation if the Commission did not move premptly. Letter from O'Connor to a New York Catholic newspaper alibied for not having approved the pending House proposals, but said if the Commission does not do something about it I assire you that I shall do everything possible to cause a Congressional investigation.' In explaining why his committee has been sitting on the Conner's and other resolutions, O'Connor voiced doubt if a House group is the proper vehicle to ventilate the radio industry. Tammanyie observed that the Senate is more liberal with expenses

vehicle to ventilate the radio industry. Tammanyile observed that the Senate is more liberal with expense accounts, for sits investigators and that the House members, are too busy to devote the required time to the result of the r

## Gladstone Murray Sets Symphonies

#### Canada Will Hear Various Series of Big Orchestras Under New Deals

#### In Canada

Fred McDowell new p.a. at CJAT, Trail, B. C. Moved Irom CFAC, Cal-gary, and replaced there by Jack Dennett.

CJOC, Lethbridge, has maugurated a policy of merchandising.

Howard O. Wilson, of WOW, Omaha, in Kansas City last week for Food Fair, getting ideas for similar go in his burg.

WCCO moves from the Nicollet hotel, Minneapolis, April 3, after 13 years' residence. On same date KSTP celebrates its 10th

## CFCF. Montreal, Others In Canada Get Waxings Of Williams' WOR Show

Montreal, March 22.

J Walter Thompson Agency has spotted the J. B. Williams Shaving Cream show, True False, on CFCF, Montreal, and in Toronto and

CFCF, Montreal, and in Torono and Vancouver.

Contracts are for 39 weeks, with possibility that the agency may increase the numbers of sations should the program continue to attract the attention it is now getting.

Transcriptions of the show are made following the WOR origination, and used here 10 days later.

Johnson's Wax (Eibber McGee & Molly) has switched back to CFCF, following period over the CBC outlets.

#### Harry Delf Alleges Theft By 'Good News' Program

By 'Good News' Program Alleging' piraey of his play, 'The Joker,' which he wrote in 1927, Harry Delf, former yaude actor and material writer, filed suit Thirsday (17) In N. Y. Federal Court against Metro-Goldwyn-Mayer, Robert Taylor and others for an injunction and \$100,000 damages. Delf avers a skit with Taylor and June Claymore was, a take-off of his original and was, aired during the Jan. 28 radio, program of 'Good' News of 1938 for Maxwell Coffee over NBC. Besides the damages, Delf seeks a permanent

Maxwell Coffee over NBC. Besides the damages, Delf seeks a permanent injunction and accounting of profits, Others named in the action are Maxwell House Products, Lid. General Foods Corporation, Bendon & Bowles, Inc., agents, the Marcus Loew Booking Agency, Inc., and Frank Dolan, weiter of the broadcast skil.

Although the alleged infringement occurred in Hollywood, the suit was instituted New York, because of its airing the Loev outlet, sta-

#### FRENCH RADIO GROWS

Heightened Interest—Prominent in This Year's Paris Exposition

Paris, March 14. How radio now pates in France is HOW-Fadio. DOW Fates. In. France is, indicated by the fact that the industry will be given a special section at this years. Paris Fair. Exhibition will open May 21 and run to June 6. Members of the Syndicats de la Radio are co-operating to put over this section in a big way by airing as

this section in a big way by aiting as many programs as possible from the fair grounds.

#### Chi's Mass Auditions

Chicago, March

Chicago, March 22, Radio, Central Casting, Bureau launching mass-audition idea. Using World Broadcasting's local setup each Saturday from 10 a.m. to noon, Hopefuls paced by rotating producer's each week, with other interested falent-seekers sitting in for once-overs. First audition this week (26) will find WGN's Lou Jackobson in charge. Next three will be handled, respectively by Fritz Blocki from Blackett-Smiple-Hummert, Les Weihrott, script, serial producer, and Weihrott, script serial producer, and Basil Loughrane, radio director for

Miss Willie Morris on WOR
Willie Morris, soprano, has been, signed by WOR, N.Y. and emmences series of Saturday, night programs this week (26).
Airings will ride Mutual at 8 p.m.: with Pete Jaeger, Sr.

Montreal, March 22.

Following negotiations lasting over six months, Gladstone Murray, g. m. of Canadian Broadcasting Corp., has lined up the leading Canadian symplicity orchestras for series of trans-Canada broadcasts. Some of symphonic airings will be car-by the NBC as an exchange ried by

teature:

Montreal Symphony Orchestra is scheduled to begin a series of ten broadcasts beginning Oct. 27, with La Societe des Concerts Symphonic ether following or alternating with the Montreal Symphony.

the Montreal Symphony.

Toronto Symphony Orchestra under the direction of Sir Ernest MacMillan, has been lined up for 20 per-formances starting Oct. 25. Toronto
Symphony Promenade concerts, under the direction of Reginald Slew-art, are due to begin May 5, end-ing Oct. 13.

ing Oct. 13.

Deal has been made possible through use of funds raised by sale of cominercials to American sponsors and in increase the annual license fee from \$2. to \$2.50.

Costs of production may run well over \$100,000 per annum.

## **SOUTH AFRICA FANS' DEMANDS**

Capetown, March 1.

Methods and action of the South Methods and action of the South African Broadcasting Board continue to arouse condemnation. Alleged failure to carry out its duties or keep its promises is cited. In consequence Transvaal Listeners' Association has presented to members of the South presented to members of the South African Parliament the following de-

mands:
Representation for listeners Representation for listeners local advisory councils and the Broadcasting Board and the amendment of the relevant section of the Act to provide for this.

Full English and Afrikaans (Dutch) programs from the respective atations.

English announcers only to announce in English.

Acceptance of musical and dramatic productions recommended by listeners' associations.

associations.

Reduction of license fee of \$6 year-

The resignation of the present board. Creation of broadcasting stations in South Africa strong enough to re-ceive and rebroadcast from large stations of the world.

## Oettgen, WBNX, Visiting Germany for 'Material'

Herbert Oettgen, indie Herbert Oettgen, indie producer, of German language programs on WBNX. Bronx, N. Y. going abroad late this spring to record material which he'll special event on his shows upon return.

In Germany Oettgen will transcribe some annual public events and national affairs which he thinks will interest his Teuton-tongued audience in the U. S.

#### New English Rinso Show

A now program will be presented on behalf of Rinso by the J. Walter Thompson's Company from Luxembourg commencing March 24. Called Happy Days Are Here Again, it will have sandy McPherson as it he organ of the Empire theatre. Leicoster Stuare

Square.

Program, will be given Tuesdays and Thursdays from 10015 a, u. 50 1030 a. a time hitherto unsponsored at this station.

Teddy Joyce orchestra gaged by same agency for Luc programs from

Linconbourg every Sinday.

#### erde Grofe's Benefit

Jane Pickens and Lucille Manners will be guest singers at the Ferde. Grofe beneft concert at Carnegie Hall, N. Y., Friday (24). Performance is for the Free Milk Fund.

## Inside Stuff—Radio

Benny Goodman didn't participate in Columbia's To Swing or Not to Swing' program last Saturday because Leo Fitzpatrick, gen, mgr. of WJR, Detroit, thought that the hour originally picked for the broadcast, 11:30 p.m., was much too late for the old folks who might be interested in hearing When You Were Sweet Sixteen' played with simple rhythm and harmony. It was the network's idea to have WJR's house orchestra play a few of these old sentimental melodies and then have Goodman cut loose from New York with string of hotcha tunes.

After Fitzpatrick had pointed out that the older folks are usually in bed by 11:30, CBS picked 7:30 to 6:15 p. m. as the substitute spot. A check with Goodman disclosed that he had a previous commitments for this period, so Columbia assigned the swing role to one of its own house combinations batoned by Leith Stevens.

Script censorship, being the serious business it is at National Broadcasting Hollywood studio since the Mae West incident, bobbed up last week to smite Metro on a piece of dialog with Strangler Lewis in the guest spot. Line which drew the blue pencil from continuity acceptance department of network had to do with the question 'did you lose your equilibrium'', to which the rassler replied, 'I didn't even know it was uncovered.' NBC monitors said no go but Metro insisted there was nothing suggestive. Benton & Bowles agency was called in and backed up NBC. That settled the controversy. Offending line was made to read 'I didn't know it was gone.'

Jim Allen, program director of WIP, Philadelphia, appeared in Common Pleas court here last Friday (18) in role of expert witness on radio. He was called to testify for benefit of the judge that radio stations operate on Sundays. Also that they air commercials on the Sabbath. Trial was in test case on Philly's 1784, Blue Laws. Op of a Home Show' at Convention Hall recently was fined \$4.50 for operating on Sunday. He appealed it on grounds that the legislation is antiquated and his attorney called reps of other enterprises to show that they run on Sundays without interference.

T Saw It in Variety, ditty by Al Cameron and Joe Karnes, of KMOX, St. Louis, was premiered by the song-writer-comedians on the Phillips Petroleum Co.'s Poly Follies, weekly show which fed to 21 midwest stations of the CBS net. Cameron and Karnes duetted verse and first chorus; Lorraine Grimm, blues warbler, did another, and additional angles were provided by Glenn Allen, tenor, with femme sextet and windup by Ben Feld's orch. Song will hit CBS' coast-to-coast web on 'St. Louis Blucs,' a sustainer originating from KMOX on Sunday (27).

Preliminary plans for ballying New York World's Fair, via radio, including cooperation of several national sponsors who have agreed to deadhead plugs on their regular broadcasts were cullined by John S. Younghead of radio division for exposition. He mentioned specifically Jack Benny's Jello program and Bing Crosby's broadcast for National Dairy Products as spots where the fair has been promised mention in future air-

Offices in Radio City, New York, requiring or wanting a radio on the premises must pay an installation charge, maintenance toll, and sign a contract covering a one year period.

Installation price is \$15 and covers the setting up of a mesh type aerial within the office wall somewhat on the style of those built into car roofs a couple of years ago. Maintenance charge amounts to \$2 a month and a guarantee of 12 months usage.

One ironic sidelight on the German absorption of the Austrian republic was that the various requests of American broadcasters for programs from the Reich encouraged the Nazis to believe that almost any kind of a pro-gram, invariably laden with propagand, would be welcome, or at least accepted. Once the Nazis started volunteering programs, instead of being asked to, supply, them, it was faintly embarrassing to the networks in the

Despite a loss of \$484,030 in the quarter ended Jan. 31, this year, Zenith Radio reported a profit of \$1,418,978 for the nine-month period ending on the January date. This compares with \$2,347,987 in similar period of the

The January user and proceeding year.

Zenith had a profit of \$780,824 in the quarter that ended last Octob while the January quarter of 1937 showed a profit of \$627,189.

Powel Crosley, Jr., of WLW-WSAI, Cincy, and Leo Fitzpatrick of WJR, Detroit, are two broadcasters who have lately inspired waves of emulation for two stunts launched with their respective blessing. While a large number of stations and others have picked up and echoed Crosley's 'Buy Now' campaign, still others have joined in the clamor, pro or con, of Fitz-patrick's 'swing versus sentiment' tempest.

WEAF, New York, won the annual silver plaque given by General Electric to the NBC operated station with the lowest lost-time total. Rcd loop's key off, the air, due to failure of technical facilities or personnel about three and one-half minutes in 6,380 hours of broadcasting last year. Its efficiency mark was 99.99%.

The Shadow program folded off Mutual Sun. (20). 'Blue Coal' with drew with end of selling season.

Ruthrauf & Ryan sought to interest Goodrich Tires. Rubber manufacturer just recently started a national spot campaign after having been off

Maurice J. Speiser, general counsel for the National Association of Performing Artists, states that the organization's license fee for radio stations is based on wattage, extent of use and the card rate of the outlet. This license is being made available to broadcasters airing phonograph records made by members of the association.

When Cornellus Vanderbilt, Jr., recently spouted on WCCO's Minneap-olis Ladies First' program, it was the first time he gabbed gratis. Inter-viewed by Florence Lehmann, he told her: T can't understand it. This is the 84th city I've been in and my agent has never once let me go on the air for thanks.

In a mail-puller test the Wallace Rogerson program on WGN, Chicago, drew better than 20,000 letters in four days. Almed at the femmes with the title of Get Thin to Music, stunt merely asked listeners if they wanted program to continue. All letters were in the affirmative.

Shepard networks have always been chill to leftist movements, WICC. Bridgeport-New Haven Yankee and Colonial outlet, has sold at least three months of weekly shots to Socialist Labor party for talks on economic and political phases.

Fortune's issue devoted to the broadcasting industry will be out in May, an advance of publication it has stirred plenty of comment among the va-In advance of publication it has stirre rious divisions of a complex business.

That baby with the bottle in the CBS ads about to be published is Miss. Stephanie Ratner, eight months old, whose old man wrote the copy.

#### Past Tense

Philadelphia, March 22. Philadelphia, March 22.
WIP each Monday for past six months has been airing musical show tabbed, 'Here's to Vienna.' But last Monday, shortly before it was to hit the ether, news came of Hitler's anschluss.
Following hurried contabs, title and copy were changed and program went on the air as 'In told Vienna.'

#### **MUCH TRAVELED RADIO EXEC RAPS RAILROADS**

Portland, Ore., March 22.

Portland, Ore. March 22.

The control of the contro

service.'
(Which may remind some broadcasters, always big travellers what
with umpleen conferences in Mashington and New York all the time,
that the parlor cars from N. Y. to
D. C. for the last convention were
ice cold as trains to the capital seem
to have a habit of being.)

## Stan Lomax from Philly

Philadelphia, March 22.
Stan Lomax, WOR sports commentator, has been named by N. W. Ayer agency to play-by-play Athelicis hall games during coming season on WFIL for Kellogg's. Lomax will continuous the season of will continue his sport talks on WOR.

will continue his sport talks on WOR, but they'll be pumped to the outlet through WFIL, which is on the Mutual net and so has a wire to WOR. Byron Saam selected by Ayer to do lhe same games over WIP for Atlantic Refining.

Phillies (National League) games will be handled by WCAU for Socony, Gabstaft headed by Bill Dyer, same isa last season. WIP and WCAU are planning variety revues, interspersed with results of all sports, for days when their respective teams are out of town.

#### Sid Goodwin Leaves NBC

Hollywood, March 22.
Sid Goodwin has checked off National Broadcasting production staff.
He will free lance.

## Off-the-Air Recordings to Be Licensed By Music Publishers' Protective Assn.

GENE FURGASON TO N. Y.

Leg Mended, Sales Rep Transfers East—Sleininger in Chi.

Chicago, March 22.

Gene Furgason is moving to New York on May 1, and will direct activities of the Eurgason station repfirm from the east from that date on-Cliff Sleininger, who has been here with Furgason for the past few months, will step in as chief of the Chicago office.

Chicago office.

Furgason firm has been appointed sales outfit for the Z-Bar 'network,' which operates Buttle, Helena, Spokane, Seattlie and Portland. It's a simultaneous broadcast alliance, with the five stations clearing identical time for programs.

Furgason, who has been laid up for some time with a broken gam, is now up and around on cruiches and today (Tuesday) setoul, cruiches and all, for a tour of the Z-Bar ter-

and all, for a tour of the Z-Bar ter-

## Palange Fired by Rorer For Inviting Fist Fight From Unknown Hecklers

Philadelphia, March 22. Philadelphia, March 22.
Angelo Palange, gabber on WPEIN,
was fired by Dwight Rorer, new
gam, last week. Rorer charged
Palange with ad libbing over the
air challenges for fights to writers
of anonymous notes reflecting on his
nationality. Notes, it is understood,
came from Villanova College students.

Roren declared he sympathized with the announcer's ire over the anonymous' attacks, but that he should have ignored them. Such personal indulgencies, he said, would quickly put behind the FCC eight ball.

American Communications Asso-ciation, CIO union, of which Palange is a member, complained to Rorer, Sandy Guyer, another ACA mem-ber, has been named to replace him.

## French Comic Big Stuff In Montreal Theatre

Montreal, March 22. Montreal, Maren 24.
Gratien Gelinas, French language
radio comic, holds over at the Monument National with his musical production Fridolins, for a second

First week's gross reported top-

# Music Publishers Protective Asso-ciation will start licensing from New York the makers of off-the-air tecordings as soon as the organization has received the proper signatured authorizations from copyright owners. Harry Fox, MPPA, gen, mgr. last week explained to the music industry through a circula, letter how he proposed to handle this licensing. He enclosed a copy of the standard form of license that he intends to dissue to stations, recording companies and others that make a business of stencilline broadcast prohas received the proper signatured

ness of stencilling broadcast programs.

Fox's letter stated that since the field is a new one he would prefer to issue blanket form of license for a period of six months, with the licensee paying a lump sum, in solvance or in installments during the period of the license. There would be no limit to the amount of programs that may be stencilled under the lump sum arrangement. Information gathered during the six month, period could by used. Fox suggested, to determine a permanent license form and system of fees.

Revenue gathered from this. ness of stencilling broadcast pro-

license form and system of fees. Revenue gathered from this for the initial six months would not be distributed among copyright owners, but retained by the association to further develop this phase of licensing. Pubs could decide later what method of distribution they preferred.

License form bans, the broadcasting of off-the-air records unless made for deferred broadcasts, such as where a station can't clear a network commercial according to hook-

work commercial according to bookwork commercial according to hook-up schedule because of other time-commitments or local special events requirements. Licensees are forbid-den to sell the recordings except for file, reference or audition purposes. Specifically tabooed is the sale of the discs in bulk or to the general pub-lic.

under a continue of the contin

fect, however, to the following terms and [1] That this license shall not extend to nor include mission compositions which have not therefore been saveling recording to the United States, nor missival compositions which have not therefore been suitons which have not therefore been distorned to the United States, nor missival compositions which have not therefore, been distorned to the property of the property o

of collities or resulting inconvenience to lice stations, recordings we midd for colling stations, recordings we midd for colling stations, recording made, and colling made from the colling made for colling stations and colling stations are made by you hereunder, shall be shall say treat, and that in no event shall say treat, and that in no event shall say treat, and that in no event shall say the shall say to the shall say to the shall say treat to the shall say the shall

(8) You hereby accept such license sub-

## Bill Card Quits NBC

Bill Card has quit NEC after spending seven years in the pro-gram department. He assisted Phillips Carlin in the booking of sustaining programs.

Card may go into some other

KFH Singer Divorced
Wichita, Kans., March. 22.
Elizabeth Anne (Betty) Vinvel,
singer on staff of radio station K+11,
obtained divorce from Vern L. Varvel last week.
Singer, relinquished custody of her
hree-year-old to mother-in-law,
Mrs. Violet Varvel, until he 14.

years old with exception that mother is to have him during

Radio Daffodils

Rochester, N. Y.—WHAM broadcast 'intimate chat' between two chim-pancees. Miss Akka, Hollywood chimp actress here with Shrine circus, went down to Seneca Park Zoo to meet Jimmy, young simian 'trained for appearances on the zoo stage by Keeper Fred Strassle. Reuben Castang, claimed to be the only human who understands the chimpanzee language, interpreted' the meeting for radio audience.

Camden, N. J.—Novel twist in wrestling tactics was demonstrated here recently when Chief Chewacki crowned opponent Abe Kaskey with a microphone in the midst of a bout being relayed over WCAM from the local Convention Hall. Indian, raging, stepped out of the ring towards the mike, broke the cord connecting the mouthplece to the transmitter, and returned to his opponent with the weapon. Blow that followed drew blood and necessitated hospital treatment.

New York City-WHN, on its Idea Exchange novelty Saturday night, aired a program designed to induce sleep. Mikeman Art Dailey counted sheep and saug lullables.

Washington—Spring Fever Department, WJSV, engaged in checking 10,000 conversations between puppy-lovers to find dialog between the boy and the girl that will be typical of the sort of things discussed by Capital sweethearts. Man with notebook trailing through the parks and visiting local dance halls, during the woo-woo eason, to envesdrop for the broadcast which will be aired as soon as survey is finished.

-WGR has a back-to-nature stunt on tap for this week. interview with a particular woodpecker who shows up. Delawate park each spring and is friendly with park visitors and has a penchant for pearuts. Park police have agreed to tip off the station immediately on his arrival.

Philadelphia—WDAS staff experiencing all the anguish of an expectant popps. They've prepared a show to be aired in co-operation with Mt. Sinai Hospital the day the 8,000th baby lets out its first squeal in the institution's maternity ward. Hospital is now up to its 7,967th.

St. Paul-Al Harding, WCCO, recled off the following weather report. In Minneapolls and vicinity tomorrow it will be mostly Wedneson, and Thursday.

## RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Cottage in the Air Birmingham.

New co-operative program, heardover WAPI, Birmingham, The 
Cottage in the Air, sponsored by 
architects, contractors, real estate, 
and building material dealers here, 
tying in with the recent allocation 
of new FHA funds. Skit is mainly founded on the setial construction armodel home 
tial contraction armodel home 
tial contraction armodel home 
contraction armodel home 
distinct tracking armost armodel home 
tial contraction armost armodel home 
contraction armodel home 
distinct tracking armost and home 
tial contraction 
to the Cottage in the Air and billboards at the site tell the story of 
its construction.

Aside from its merchandising posbilities the show has elicked from 
a listener interest standpoint.

## 'Vital Statistics' Program

Vial Statistics Program.
In its Vital Statistics program, in which all births, marriages licenses and deaths are aired at 12:10 and 7:10, p. iii., daily. WTMV. East St. Louis, believes it has the country's only recular broadcast of such info. Station-covers hospitals, police records, undertakers, recorder's office for its information and so popular has the program become that it gets tips on impending marriages of those in the higher social tractety, as well as the Inside on someone of prominence beling ill. Zerweck Jewelry Co. is bankrolling the orogram.

Air Mail Co-op Stant
Oklahoma City,
A special program was aired over
W.Y. aar Saturday (12) from the
Oklahoma City Mauricipal Airport in
Oklahoma City Mauricipal Airport in
Air Conference held in Oklahoma
City and trial runs of a "feeder system" to bring mail from small
towns to the junction point for airmail service here. Part of forthcoming Air Mail Week.
Program aired interviews with
visiting airmen and description of
the show.

the show.
Perry Ward announced, assisted by Bunny Trundle, Allen Clark, who was in charge of the production and Earl C. Hull, WKY engineer who had charge of the mobile unit.

If Race Track Is Handy
Hot Springs, Ark.
Races at Oaklawn track are piped
direct from the grandstand arred
over KTHS during 30 day meet.
Evening resume at 6 p.m., sponsored
by Sterling Beer, has transcription
of actual description of feature running inserted gab and hoss talk.
Prices and results are also aired
direct from the track.
Memphils Day handicap was piped
to WMPS, Memphils.

#### Dramatizing a Power Boost

Dramatizing a Fewer Boost
Columbus,
WBNS hiked daylight power from
1,000 to 5,000 watts Monday with
bunch of special programs marking
yent. Night power boosted from
100 to 1,000 watts
Monday with
100 to 1,000 watts
100 to 1,000 to 1,000 to 1,000
100 to 1,000 to 1,000 to 1,000 to 1,000
100 to 1,000 to 1,000 to 1,000 to 1,000
100 to 1,000 to 1,000 to 1,000 to 1,000
100 to 1,000 to 1,000

Mother-in-Law Bay
Center of Texas' attention was
turned to Amarillo last week as
Journalist Gene Howe's pet idea.
Mother-in-Law Day, was celebrated
in fine fashion. Governors of five
states, popular mother-in-law, Mrs.
Franklin D. Roosevelt, and other
celebrities were in town for the occasion. One program was aired
NBC-Blue at noon, another
over WFAA in Dallas at 4 p.m.
Both were fed by KGNC, Amarillo
station.

Both were tee by Akare, Amanus station.

Interviews with some of the many mothers-in-law who were in town for the celebration (an estimated crowd of 150,000 outsiders thronged Amarillo) and speeches in a humorous vein by governors and Amarillo officials made up the broadcast.

"This Is How We Do It Rochester, N. Y. WHEC using Sunday evening spot to bally own business Gunnar Wilg-general manager: conducts interviews with members of staff showing how Station works from the Inside. Spanis one evening in control room, on news service, and one with organist J. Gordon Baldwin. Station's full 10-piece orchestra provides musical part of show.

Kida Own Forum
Philadelphia,
WCAU, co-opping with Oak Lane
Country Day School of Temple University forcmost experimenter in
new educational techniques, airing a
forum by kids from the school each
Satutday. Show correlates moppets
work. In social studies and English
departments, Group of eight studes

from three renior grades are chosen each week just a day before the broadcast, although subject to be d.s-cussed is announced a week shead of

cussed is announced a week alread of time.

Discussions are led by an instructor from the school. There are no rehearsals, as youthful spontanely is preferred to finished performance. Also felt this gives truer performance of the state of

Musical Pesimaster'
Indianapolis.
WIRE has put together a novel program for Brooks Dept. Store labeled Musical Postmaster. Airs Monday and Friday night.
Announcer hands requests from listeners for somes suggested by certain items to the Postmaster' and latter comes up with a song title connoted from each item. A watch would suggest Time on My Hands, the Merchandisch of the postmaster' and principles of merchandise. Merchandisap angle makes requester gets content of the postmaster into the store to drop their notes into a box.

Newlywed Fregram Idea

Newlywed Fregram Idea

Indianapolis.

WFBM has given a new twist to
one of its old programs, and the
school of the programs.

Recently wed couples are quizzed
on the trials and tribs of marital
bliss. There are two interviewes,
a man and a woman, to blow the
questions. To avoid confliction with
Husbands and Wives, which rode
NBC. the husbands and wives are
marched up to the mike together.

## Dramas Replace Gab Har

After more than 12 years, the reg-ular weekly Saturday night broad-cast, Medical Talks, of the Hartford County Medical Society is to undergo a change on Saturday (26). Program, a sustainer, is the oldest in the sta-tion's history, having been originated about the same time the station was started.

about the same time the station was started.

In the past 15-minute talks have been given by both prominent local and national physicians on various aspects of medicine. New series will consist of dramatic sketches on the history of medicine by Guy Hedlund and the WTIC Players. Surplet by H. Matcolm Smith of the Traveler's Insurance Company publicity staff.

## Worst Letter Contest Hartford.

Worst Letter Contest
Hartford.
As a burlesque of its Shoppers,
Special, and to test listener reaction,
WDRC for one week is sponsoring a
Worst Letter contest. Listeners are
being asked to send in the worst letters they can write based upon the
worst faults of the program which is
heard daily from 8.15 a.m. to 9 a.m.
At the end of the week two winners, a man and a woman, will be
chosen, with a tie to be awarded to
the male and an apron to the woman.
Program, which intersperses musical
transcriptions with commercial announcements, is handled by Harvey
Olson. olson.

Noon Organ Session Wide Open San Antonio.
Ted Brown, staff organist for KONO. San Antonio, appearing in a daily 15-minute, afternoon spot by remote from the city auditorium. Broadcast, open to the public, drawing a nice string of cuffomers.

drawing a nice string of cufftomers.

San Antonie Aggressively Chummy.

San Antonio. San Antonio.

San Antonio Chamber of Commerce annual goodwill frip into South Texas and Rio Grande Valley will have its radio angle, with four airings over KTSA. San San Antonio skeeded to play a big part in the deal of the same of t

#### WHO's Golden Gloves Dinner

WHO's Golden Gloves Dinner.
Des Moines, was hot at a dinner yesterday (21) to officials and sebonds of Des Moines first annual Golden Gloves tournament. Main feature of the event was the station's presentation of a sportismaship tropity to Francis Warrington, Estherphy of the Control of the

KHBG Mds Manhunt
Okmulgee, Okla.
For three full hours March 15.
KHBG here dropped all commercials

and devoted its entire air-time toward assisting local police and state high-way patrolmen in their efforts to track down two bank robbers who had held up a bank at Paoli, Okla-

had need up a John at head need up a John at hombers escaped a posse of officers and citizens but two farmers who had hear the broadcasts sightled hear the broadcasts sightled in freeling a man and his wife who were being held as hostages:
Several other Oklahoma stations also lent facilities toward the manhunt by issuing builetins and news to armed-car cruisers.

## More Pro and Anti Swing Colum

More Fro and Ani Swing Ezra Martin and his Picasant Valley Folks, rural variety act of WBNS, cashing in on the Leo J. Picasant Valley Folks, rural variety and the Valley of the Same song on the organ. Listeners are asked to write in their preference.

Offering a \$5 prize for best better on each side of question every week.

#### Rates Some Publicity Attention

Rates Some Publicity Attention:
Transmitter of KOA, 'en milwess of town, has been made a Red Cross emergency first-aid station, the first to be established at any radio transmitter.

Located on U. S. highway 40, the boys are in a spot to receive work-outs any day. The dedication certains experience of the transmitter, was given a 15-U. A. Slusser, engineer in charge of the transmitter, was given a Red Cross special emergency license following 30 hours of classroom study of the care of accidents, as was Russell Thompson, station engineer.

sell Thompson, station engineer.

WBT's Tract on Showmanship.

WBT's latest promotional brochure.

With the pant's lamb clinic live is the pant's lamb chop, conbines of radio showmanship with
something distinctive in compositional layout. The brochure reprints a
number of WBT ads involving showmanship stunts and events broadcasts and quotes various members of
the stations staff relating the humanangles involved in each of these
stunts or events airings.

Publications recall how WBT was
the first to put the Big Apple on the
air, how if handled a hurricane, how
it aided in finding a kidnapped girl
within 33 minutes after the alarm
was made.

What's Wrong Transaction.

#### 'What's Wrong' Transcription

What's Wrong' Transcribions
Winfer pears from this Coastle.
Winfer pears from this Coastle.
being boosted over radio through the
Lizard agency with a ciries of transcriptions by Miss Marjorie McPherson, scripter for the agency. Scripts
are titled 'What's Wrong with the
slant that the audience find the flaw
in purposeful misstements. A
typical quotation is 'Day by day in
the purposeful misstements. A
typical quotation is 'Day by day in
better,' said Di'zy Dean, the winner,
of course, correcting the Dizzy credit
to Emile Coue.
A pear recipe is also thrown in
with a vital ingredient missing with
listening housewife asked to find
flaw, thus giving recipe more force
when blurber corrects it.

## Tom McKnight's Tough One

Tom McKnight makes the third producer brought in for the coopera-tive brewers (Holtz-Himber-Husing-Kay Thompson) show on CBS Mon-day nights within a period of three

weeks.

Martin Gosch withdrew from the broducing assignment following the econd show.

#### Martini to Hollywood

Rolland Mattini, v.p. in charge of radio for the Cardner Advertising Agency, left Saturday (19) for Holly-wood to look the field over for avail-able program material. Agency has one show, Marion Talley for Aykrisp, currently, originating, from the film calony.

colony. Martini figures staying until April 1.

Jack Meakin's Maybe for CBS.
San Francisco, March 22,
Jack Meakin, who resigned from
the NBC conductor's staff in San
Francisco recently and was married
the following day (13). Yuma,
Ariz, to singer Patti Norman, who's
with Eddy Duchin's band, is said to
had likely the get a snot on the Cobe likely to get a spot on the Co lumbia commercial, 'My Secret Am bition.'

Deal, being handled through Con-solidated Radio Artists, popped after Meakin turned in his resignation to NBC execs.

Duchin's Arden Finale
Höllywood, March 22.
Eddie Duchin finales today (Tuek.)
for Elizabeth Arden. No substitute
picked, although Miss Arden heard,
several auditions while here.
Program aired over Mulual network.

## Pacific Coast Radio Notes

#### Frisco's 5-Day Week

San Francisco, March 22.

San Francisco, March 22.
Five-day week for local NBC announcers becomes effective April 1.
Three-week vacations, instead of two, will also be order, this year.
Staff additions last week included three junior mikemen, Emerson Smith of Reno, Ewell Labhard, formerly of KFBK, Sacramento, and John Grover, formerly on NBC's dramatic staff.

Five-day week has been in effect with the network's New York staff for months. Reason that the men on the Coast get three weeks' vaca-tion is that they stay on the job holidays.

#### Baron Long's Mikery

Hollywood, March 22.

Hollywood, March 22.

Baron Long, Los Angeles Biltmore hotel owner, has leased the property along Sunset Boulevard in Hollywood between the new CBS and NBC studios and will erect a glorifed eatery patterned after his Casino at Agua Caliente, He'll call it 'The Microphone.'

#### Chi Choir for Crosby Sh

Chicago, March 22.
Lou Jackobson, producer with
WGN here, is organizing and directing choir of 85 voices for a date on
the Kraft-Bing Crosby program of

April 21.

Mixed voices will be cut in from local NBC studios.

#### Van Steeden's Fill-In

Mark Warmow orchestra, preceded for one week by Peter Van Steeden, replaces the Carl-Hoff crew on the Lucky Strike Hit Parade April 23. Hoff goes out following the April 9 broadcast, Steeden doing his one-weeker believeen Hoff's exit and War-now's debut. Latter is down for six stanzas

#### 'Social Defense'

(Continued from page 27)

of Minnesota programs framed by B.B.D. & O.'s office in Minneapolis-St. Paul has been studied by other states with similar social-economic problems.

problems.

Net result of the magnetism of radio entertainment for business men with diplomatic difficulties is to stress the importance of what and how. Agencies in general are perhaps not at the moment prepared to provide, or such sponsors to boldly plunge into radio programs of the kind that will help, without running a risk of making bad matters worse. Some utilities programs are resarded Some utilities programs are regarded as dangerously close to boomerang-

as dangerously close to boomerang-ing.

Brewers and distillers, aluminum, insurance, steel and other corpora-tions having high-salaried top execu-tives, with large labor fluctuation at the bottom, are among those giving heed to public relations as never be-ference and in commerciation to set its fore. Radio seems certain to get its share. But radio may have to pro-vide the plan and the blueprint for men who are conservative and fused to start with.

San Francisco, March 22.
Toby Reed, staff, mikeman at KFRC, has been signed by the San Francisco Bank to do a twice-weekly quarter-hour commentary titled

Francisco Bank to do a twice-weekly quarter-hour commentary tilled 'Headlines of the Past.' Program which debuted last Thursday, will be aired Sundays and Thursdays at 9:15, p.m., 1t's the bank's first venture into radio.

'Headlines of the Past' is the title used for a similar show broadcast by John Nesbitt over KFRC several years ago and which was devised by Bill Pabst, now program manager of KFRC and formerly, on the production staff.

"Hartford March 22 Hartford, March 22.

A series of radio programs, Money
Matters, over WDRC every Friday
night, at 7.30 has been jointly
launched by the commercial banks
of Hartford county. Program series,
has Nathan Kroll' orchestra and a dramatization of an every curence which might tak any home.

any home.
Dramatization centers around.
Bauker John Stirrling, who shows those financial straits how their local bankers can help and advise them.

Hugh Barrett Dobbs is now emcee-Bugk Barrett Dobbe is now emceaing a twice-weekly morning program from KFRC, San Francisco,
over the Mutual-Don Lee web, with
fiddler Ace Wright, Haywire Mac and
the Wyoming Cowboys, and Rosie
and her Guitar in the cast. Dobbe
left KJBS recently when Frank Cope
returned to resume the emcee spot
on the 'Alarm Klok Klub' programs.'

Cast of NBC's 'Good Morning To-nite' musicale, bankrolled by Albera Bros, Milling Co., treks to the Palace hotel. San Francisco, Tuesday (15) to originate the weekly Coast Red web broadcast at a United Grocers' confab.

Dos Logan, radio editor of the Oakland Post-Enquirer, sang Fare-well to a Lovely Lady, new song penned by radio scribe Bob Hall of the San Francisco Call-Bulletin, and Allan Courtland, in an appearance on Bennie Walker's Homestead Ama-teur Hour over KGO, San Francisco, last week.

Josef Hornik has been given a 30-minute spot on the NBC-Blue web Wednesday nights for his 'Viennese Echoes' musicale, off the air for several months. Hornik is on the network's San Francisco staff.

Chet Blomsness, formerly of KGW, Portland, Ore., is new addition to the NBC sales staff. San Francisco.

Harry Elliett, CBS press chief in San Francisco, played host to local-radio scribes at luncheon last week, then took some of the boys on an inspection of the KSFO transmitter.

Planist Eunice Steel leaving NBC, San Francisco, at month's en

Two page boys have been stalled at former hostesses' desks at the NBC studios in San Francisco, Eleanor McFadden, former recephas been made secretary production manager Cameron Prud-homme and Lillian Sharp, wife of NBC organist Charles Runyan, has resigned. Hostesses Jane Burns and Ruth Miller still c.1 the job.

Pauline Swanson east for a biz to-do with Tom Fizdale and then both back to Hollywood.

Clover Kerr, mained in auto wreck and doing cheer-up program on KFWB. (Hollywood), given life membership by Norman Field in American Federation of Radio Art-

Virginia Verrill planed east for benefit between Log Cabin broad-casts in Hollywood.

Olsen and Johnson waxing a new show for Music Corp. to peddle:

Dedicatory ceremonies new Columbia Hollywood studio opening set back to April 30.

Tex Rickard, former K (Hollywood) manager, flirting a pic acting career. KMTR

Bob LeMond departed KEHE (Los Angeles) to become at KYA (Frisco). me production chief

Curley Fletcher, cowboy writer and mag ed, collabing with Don Becker on the Dick Foran yippee show being primed at Warner's studio.

Donald Novis doing four vocal shots on Jack Runyon's new Parade' for Union Oil.

Rita Gould, one-time vaude head-liner, doing a sustaining stretch on KHJ (Los Angeles).

Jimmy Saphier east for two weeks to heat up a pair of deals.

Ted Pearson took time out from announcing Metro show to nvercial film the east.

Thomas Conrad Sawyer drew other extension on his commentating for Sweethcarl soap.

Jack Gross, KEHE manager, telling the station crew that there'll be no changes until the transfer to Earle C. Anthony becomes officials.

Tud Gluskin got a new contract om CBS as Coast musical director.

Charlie Butterworth on Chester-field program April 22. Herman Bernie of Myron Selznick, set.

# United Press Raids Herb Moore Org.; Takes Away Nine Stations

Seattle, March 22.

With four radio stations in the state divorcing from Transradio press April 1, one in Vancouver, B. C., and another in the capital March 21 (Monday), and others in this section later, United Press steps this section later, United Press steps into the Northwest radio picture in a big way. UP begins to service KMO, Tacoma; KIT, Yakima; KHQ, and KGA, Spokane, from its radio day and night wire April 1. KGY, Olympia, takes drop copy and CJOR, Vancouver, B. C., gets the regular news wire copy beginning March 21.

Later KOL, here, and KXRO, Aberdeen, go on the UP circuit. All these outlets have been receiving service from Transradio.

UP radio press wire from Los Angeles was stopped at Salem, Ore, some time ago, officials hiding how far up the coast they were set, hence far up the coast they were set, hence they did not bring their radio wire into Portland, but used the relay station there on press news to take care of special accounts hereabouts until field men had turned in station commitments. UP's Seattle subscriber KOMO-KJR. These stations will continue with straight UP and not use the radio wite. wire.

Phil Curran, rep for UP in this district, lined up deals. Frank H. Bartholomew, head of the Pacific Coast Division, came in for closing.

Others here for confabs on North-west switchover were: Herbert K. Gagos, editor-in-chief of the radio wire; Count Robert Keyserlingk, western mgr. British UP, limited, and J. F. Gale, business rep Oregon territory.

Harold Parr, bureau chief Harold Pair, bureau chief of Tronsradio, did plenty of hopping by air to various points when the erack-up began, but could do noth-ing. It understood Transradio was holding tight to its rate increase

#### STRICTLY SUSTAINING

Doernbrecher Sisters Keeping the KVI Island for Personal Hospitality

Seattle, March 22.
Doernbrecher girls, Miss Dorothy and Mrs. Bernice D. Bonlianne, who operate Station KVI, Tacoma-Seattle, will not convert their Puget Sound Island into a commercial resort, as reported. All the equipment newly ordered, is for their continued personal use and to give visiting advertising agency firemen large weekends. ends.
Transmitter of KVI is located on

Transmitter of KVI is located on the island which has been converted into a lazy spot for the exercise of western hospitality.

Miss Louise Receoni, KXI traffic mgr., is leaving on trip to New York and Washington via Panama Canal. She's the third of this station to make water trek in the past-few months.

Doug Connah N.Y. Radio

Eye for Greene Agency
Douglas Duff Connah is the new
radio director for James A. Greene
agency of Atlanta, succeeds Sam
Slate who quit last week, Connah was formerly with CBS press
department and prior to that with
BBDO agency

department and prior to that with BBDO agency.

Greene agency will keep Connah in New York to keep an eye on its sole web show, the Friday night half-hour variety layout for Nehl Bot-tling. Director will supervise, though NBC produces the program for network's red ribbon.

and this was one of the outs for some outlets in refusing to renew.

Vancouver, March 22. Station CJOR will hereafter have Transradio and British United Press service jointly. Went into effect yesterday (Mon-

#### None Left

Kansas City, March 22.
Radio station manager was asked why his station had never made a listener survey.
Exec quipped he'd thought about it, but doubted if he'd ever tike one as total surveys of other local stations showed that, in the aggregate, they had 212% of the listeners.

# **Headlines Only Idea Stressed** By Press-Radio

Press-Radio Bureau has notified stations to somewhat alter closing credit lines on news broadcasts. In-stead of concluding with 'Further details will be found in your daily newspapers, form now ordered into effect has it: 'And the details, etc.'

effect has it: And the details, etc. Motivation behind Press Radio's new rule is to suggest to the listenor that none of the details of any story has been given over the air, but just the bare headline facts. Another stipulation sent-stations 'simultane-ously with the order is that Press-Radio must be ciredited on follow-up, brief flashes.

#### Lawton Campbell in L. A.

Hollywood, March 22.
Lawton Campbell, eastern radio chief for Ruthrauff. & Ryan, is here for discussions with Tiny Ruffner, western head.

Talking mostly about fall setup for three programs produced here by the agency.

RTHS, Hot Springs, Ark., is arranging a wireless combination with KCMC, Texarkana, Tex., for rebroadcast of KTHS commercial and sustaining shows in Texarkana.

## Lil Work, Big Pay, St. Loo Society Gals' Slant on Radio; Facts Wreck Theories

By SAM X. HURST

St. Louis, March. 22.
Thrills, careers, reforms and dough are among the reasons given by society dames in this neck of the woods in trying to crash the six radio stations in the St. Louis area. Some have an idea they can revolutionize radio over night. Others have the screwy idea that one well written script qualifies them for a permanent job. Some want dough. Others don't mention lucre. But approximately 100 gals in the 'higher brack-tis here have, at one-time anets here have, at one time another during the last several years, appeared at the local studios with their spiels, theories, etc., that have rarely gotten them to first base.

rarely gotten them to first base. Ray Dady, station supervisor at KWK; has found that a majority of the society femmes would like to turn radio entertainment, information, etc., into different channels. Their ideas are swill, to themselves, until Dady explodes them with a few things that FCC requires, station policies and the like. The majority of the femmes visiting KWK, located in the swanky Hotel Chase in the West End, have been willing to toil gratis; they just want to get on the radio. radio.

At WEW, operated by the St. Louis University, General Manager Al S. Foster finds little trouble in discouraging them when he unfolds a resume of the hard work, training and experience that forms the background of all successful radio ers. Foster never overlooks telling the aspirants that 'names' are of no value to the station without the solid background required.

background required.
Frank Eschen, program director at KSD, owned and operated by the St. Louis Post-Dispatch, has been confronted not only with the request of finding places for gabbers and warblers but also spots for scripters. He recalls one femme who brought along a fairly good script. When Eschen asked if she could turn out

five a week over an extended period the gal said 'Oh, yes' and was neveragain seen around the studio.

Woody Klose, program director at WTMV, said there has been a slow but steady flow of society gals across the Mississippi to where the station is located. Of the scores who have tried to crash the station only three have succeeded the last three years. Two members of the East St. Louis Junior Service Club clicked as songsters and one social registerite from St. Louis scored as a commentator. She later became Klose's wife. Bart-Slattery who auditions all talent for WIL, finds the debs and Junior Leaguers are amazed to discover how much hard work and long hours are necessary in the production of a show but a majority of them are willing to undertake it.

willing to undertake it.

#### Gen. Motors Sponsors M.P. Of England for Canada

Regina, Sask., March 22.
Beverley Baxter, Canadian born member of British parliament and a journalist, is set for series of weekly trans-Atlantic broadcasts over 29-station Canadian net, commencing today (22), General Motor

General Motors of Canada is spon-

#### Stoopnagle on Bromo

Colonel Stoopnagle (F. Chase Taylor) takes over the Bromo-Seltzer spot on the NBC blue (WJZ) April 3. He will have a singer and a piano duo on the program.

KXYZ, Houston's New Rep

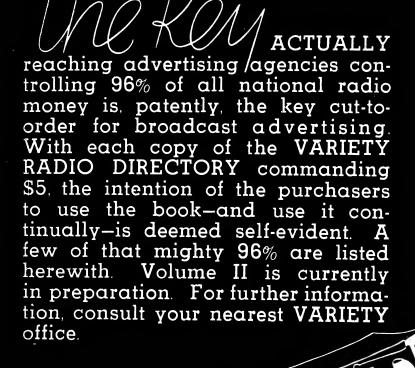
KXYZ, Houston, and KRIS, Corpus Christi, Tex., are now being represented nationally by the Branham Co.

T. Frank Smith manages both stations.

The Big Broadcast Ju Philodelphia, it's of 1938

To facilitate contact a direct telephone wire from our New York office to WCAU Philadelphia headquarters is available free to all New York advertisers and agencies. Simply call Wickersham 2-2000.

50.000 WATTS





NEW YORK 154 W. 46th St.

CHICAGO 54 W. Randolph St.

HOLLYWOOD 1708 No. Vine St.

		NCEI	10	937			
1	AME OF AGE	DGES	OR MORE DIRECT	ORIES	NBC-	CBS-MBS BILLING	
N	AME OF AGE	AT \$	5 PER CC	740	#124	3.489.70	111
	1 tot Mum	med			- 51	11/190,00	
schel	t- Sample-Hum			-4-4-3	111	(2 /34.00	
and	ter Thomas	w			262	21,010.40	
Trai	A Rubicam				2/	34,240.00	
oung	Tou & Bawle	0	J	10.0	24	07,886.00	
Ben	low + The				2/	201.600.00	
uth	suff & Kypa	eng	- 4	3 7 7 7	2 1	(42,215.00	
					1,0	951,261.00	
71. 1	oll-Emmete	+ Co	— <b>'</b> j		11.	801,645.90	
//en	BDAO	· · · · · · · · · · · · · · · · · · ·	101 10		11.	495,307.00	
13	1 Selle	1,57			1/1	380.063.00	
	ck- Yoble ade leavertes	ung	- 1		1-1	1,232,960.00	
	19/11/	-City		J	1	1,146,789.00	
an.	isser & Meyer	loff	<del></del>	; ;	1 in the second	1 19 6 040.00	
112	MA AN AMI			1	1	1,033,263.00	
12	Mallis armis	trong	m_1 - m_1	1	4	958, 509.80	1
177	Van Esty			1		-010 326.00	1
1	7 1.1. alm	nyngham	1 1	1	2	(10.263,00	1
19	Jardner adve	tising		1	1 10	006 111.00	4
13	Masey		1	1		004 108.00	4
				<u> </u>		1/01/ 3/06.00	1
-12	ampbell-E	ickson	1			984, 547.37 790, 805.00	
$\square$	nceami-con		4	1		770.341.00	1
-	Biout Lins			1	W. O	756,424.00	$\dashv$
				1		1.00.161.00	7
1	Mr. Maries. Co	THE PARTY OF THE P	nes	1		556 DHS.00	$\dashv$
+	Pedlar & A	you	-	1		-61 632.00	$\dashv$
ł	The layer	4		1		511 186.00	$\dashv$
			0.	1	3 ×	504,321.00	
	Carl Warun	cary	er	1		1/02 160.00	
				1		271. 4/8.11	
	The There	rost anus	0	1		348.850.00	
	1.97	1 2 -1 41		1		344,654.00	
	Gener Cor	nell & New	as and	1		323,320.00	//
	Fuller	mitch & Ko	a C.C.			277,784.00	
		vise Sur Wessel			<del></del>	265	1
		Wessel	to	<u> </u>			
	180	arcy au	DE Sud	3 4 3		2//	
	Dona	where al	· Suc		<del>1</del>	2/2,3	
	Federal	aso of	enc.	- 10 m	1	201,47	
	Alexe adi	T. The	Donald			146.325.0	
	Levri, A				+	133,674.00	1

## National Air Mail Week Ballyhoo Includes 'How Book' for Radio

Both the networks and local stations are being lined up to support the National Air Mail Week campaign which opens May 15. Elaborate brochure of tie-ups, stunts, etc. issued for radio stations: by Paul Younts and Charles Crutchfield.

Younts and Charles Crutoffield.
Local committees are urged by the
general campaign's pilots to prevail
upon stations to use transcriptions
covering various phases of the week's
doings, to grant five to 15-minute
periods on schedules and insertchainbreak, announcements aboutslated network programs on the subject.

#### F.T.C. Raps Hair-Tex

Washington, March 22.

Washington, March. 22.
Ban on radio advertising for hairtonic turned out by two San Francisco dandruff -eradicators was
threatened by the Federal Trade
Commission last week.
Charges of engaging in false and
misleading propadanga were filed
against Walter B. Galvin and Louis
H. Mooser, Jr., trading as Hair-Tex
Co.

## Edythe Dixon Joins Fizdale.

Chicago, March 22. Edythe Dixon, press head of WLS,

As resigned.

Joins local office of the publicity firm of Tom Fizdale.

#### Here and There

Howard Doyle, announcer who recently left WOR, has joined WMCA, N. Y.

Pat Ballard whipping up special songs for the Ben Bernie programs over CBS for U. S. Tire.

Jack Stevens' 'Sports of the Week,' 15 minutes from WTIC, Hartford, carried over Yankee Network.

Elizabeth Jenkins, formerly of St Louis, new to WAGA, Atlanta, com-mercial staff.

George T. Luck leaves Betts adver-tising agency, Denver, to become di-rector of the merchandising depart-ment at KLZ.

Bill Dunn, formerly affiliated with the publicity dept. of American Air Lines, has joined CBS in a like capacity.

Ros Metzger, Ruthrauff & Ryar radio head in Chi, off to the Ba-

Judson Edwards and Jess Mc-Cowan at the KSO-KRNT, Des Moines, transmitting station, turned firemen last week and saved a near-by, house that happened to be the property of city fireman, J. M. Clemons.

# Names Make News for WGR-WKBW! **News Makes Listeners!**

When celebrities visit Buffalo they find a BBC microphone waiting for them. The names that make the local headlines are the names that make the air! During the past few months BBC has brought scores of celebrities to the microphone. This list represents but a few of

Mayor LaGuardia Mickey Walker Walter Hampden Sigmund Spaeth Lillian Gish Ed Don George Jeff Davis
(King of Hoboes) Max Gordon Ellsworth Vines loe McCarthy Jack Dempsey Ab Jenkins

Celebrities in every field of general interest are brought to the BBC studios or greeted by the mobile shortwave unit. In addition to the "build-up" of the basic CBS network, WGR and WKBW maintain a schedule of constant local showmanship to hold habitual listeners and attract new ones.

Dr. Dafoe

Governor Lehman

BBC has the "imagination" and the news sense that capitalizes on local events when they occur. That showmanship is an important consideration in your station selection.

# WGR-"The Dial's Ends"-WKBW

National Representatives—FREE & PETERS, Inc.

## Travelers' Insurance Station Once Was Big Annual Loser

Hartford, March 22 WTIC reports a profit of \$\$5,000 during 1937. Station used to present the Travelers Insurance Co., owners, with annual deficit of more than \$250,000.

Many operating changes, notably conomies in studio orchestras, were

put through.

February the station went back under A.F.M. agreement to the use of a 13-piece concert ensemble under Moshe Paranov.

#### CAROLINA RADIO MAP DUE FOR ALTERATION

Charlotte, N. C., March 22.
Changing radio picture Nortarolina:

Carolina:
Greenville/Broadcasting Co., Greenville, is asking for a new station, to be operated on 1,500 kc, with 250 watts power.
Nathan Frank, of New Bern, is

watts power.

Nathan Frank, of New Bern, is asking for a new station there, to be operated on 1,500 kc, with 100 watts.

W. C. Ewing and Harry Layman, operating as Cumberland Broadcasting Co., have had their application for a new station at Fayetteville approved. They want to operate on 1,340 kc, with 250 watts, daytime only. Layman is now serving as engineer at WFTC, Kinston.

WBIG, Greenisboro, is asking to be allowed to boost its power and stall new and better equipment.

R. A. Dunlee and WMFD, Wilmington, also want to increase power and install new equipment.

#### Have You a Cold?

San Francisco, March 22.

Similarity of names has caused some embarrassment for Byron mills, former tenor and announcer, who is NBC's chief continuity blue-penciller in the local division. He's being mistaken for Byron Mells no Mellberg, who recently started baritoning on the Roma Wine Co's program, Toast of the Town. Mills is getting letters from friends and fans quizzing him about his sudden change of voice.

den change of voice. . Mells, who arrived in Frisco couple weeks ago, walked into KRFC, local CBS release, just in time for the Roma Wine audition. He was okayed on the spot.

#### WWJ Hotcha Show NBC

Detroit March 22 WWJ's Saturday afternoon 'Swing-ology' show goes NBC Red starting this Saturday (26), with both south-eastern and southwestern auxiliary, nets added. Show has been hitting ozone at 3:30 p.m. Saturdays over WWJ for several weeks,

WWJ for several weeks,
Included will be pop-time band
under Paul Leash, the SophistroEats, the Swing Sextet and the
Batchelors. Added for initial airing
will be Vaughn Monroe, warbler
with Jack Marchand's orchestra current in Terrace Room, Hotel Statler
here.

#### New Boston Radiotes

New Boston Radiotes
Boston, March. 22,
Latest Hub station additions; Morris C. Thompkins, Jr., formerly Boston Transcript, now with WEEI sales
division. Warren J. Stevens switched
from the WEEI transmitter to the

from the WEEL transmitter to the studio control staff.

Don Hewett, formerly with the E. E. Clive legit company at Copley Square, now WORL announcer. Lew Rogers comes in from WPRO. Lew Rogers comes in from WPRO, Providence, after summer theatre-ing with the Mary Young theatre-and the New London (N. H.) Play-ers, as an announcer and carrying his own show, Musical Numerolo-gist, on WORL.

#### Free & Peters Gets WDBJ

Free & Peters, station reps, add-ing WDBJ, Roanoke, Va., to its list. Repping national and effective immediately.

5.000-watt member of staton, 5.000-watt member of CBS' southeastern group, formerly, had three different reps in as many areas. George P. Hollingberry handled Chicago, Sears & Ayer in New York, and Walter Biddick the Coast.

Archie Josephson's Chi Rep.
Hollywood, March 22.
Archie Josephson's 20th Century
ladio Productions, transcription
roducers, is invading the Chicago

field,

New sales branch will be in charge of William Arnold, who will have a staff of four salesmen.

# CITE SELDOM-EVOKED

Philadelphia, March 22, WFIL was forced to make lump-sum settlements with three radio construction engineers who took the station to court on a rarely-

construction engineers wno took the station to court on a rarely-used legal principle known as "Procuring refusal to hire."

John A. Herrmann, Christian Foley and Willard Dailey, members of United Electrical, Radio and Machine Workers, Clo, filed suit against WFIL about a year ago in Common Pleas court. Settlement was negotiated out of court, however, by Paul A. Waldbaum, their attorney, and Samuel R. Rosebaum, prez of WFIL.

Trio was hired on temporary basis to, install equipment in WFIL's new studios. While working they were offered steady jobs at RCA-Victor. However, after being told to report there for work, they said, they were later notified not to appear because the broadcasting station objected.

#### ARGENTINE GETS FIRST BRITISH FEEDS

Bueno Aires, March 15.
Special short wave transmissions of the British Broadcasting Co. for Latin. America were inaugurated yesterday (14), when the first news bulletin in Spanish, and Portuguese was sent from England. This bulletin will in future be aired daily from two BBC shortwavers at Daventry on a wave length of 31.55 metres, under the call sign GSB, and directed to Central and South America respectively. The bulletin in Spanish will be broadcast at 1.30 Greenwich Meridian Time and will be followed by a bulletin in Portuguese at 1.45 G.M.T. They will be received in Central and South America during the evening of the pre-

received in Central and South America during. the evening of the previous day. Argentine time is five hours earlier than G.M.T.

First airing was marked in B.A. by a cocktail party in the Argentine ministry of foreign affairs, in the presence of the Ambassador of Great presence of the Ambassador of Great Britain and the leading people con-nected with British interests in this country. They heard the inaugural speech of Sir John Reith, director-general of BBC. He spoke in Eng-lish and his address was translated afterwards in Spanish and Portu-

Afterwards came a concert of the BBC orchestra, conducted by Eric Fogg. Atmospheric disturbances injured to little extent this first transmission which was relayed in Argentina by the state station (LRA) and Radio Excelsior (LR5).

## Cunniff Appointed Mgr. Of 2 Lincoln Stations

Lincoln, March 22 Lincoln, March 22.
Lincoln, March 22.
Lincoln, we seen appointed manager of the KFAB-KFOR stations Lincoln, with the assignment of being sales manager in addition. Head of the service department is Ray Schwartz, and Paul Dodd stays on as office manager. ment is Ray Schwartz, and Pa Dodd stays on as office manager.

This, with appointment of Jiggs Miller, formerly KFEQ, St. Joseph, Mo., to be program director at KFAB, and Jack Hanssen, ditto for KFOR, sets the whole organization

Hasty Pudding on NBC Blue
Boston, March 22,
WBZ and WBZA, Boston-Springfield, will give the NBC Blue Network a preview of Harvard's 92nd
annual Hasty Pudding Show Wednesday (23). Production, 'So Proudive Hail', will have songs and
sketches scribbled by trade offspring.
Nathaniel Benchley, son of Robert
Benchley; Vinton Freedley, Jr., the
producer's son; Robert Sarnoff, son
of the RCA Board of Directors chairman, and Ben Welles, son of Under
Secretary of State Sumner Welles,
are responsible.

Pollack with Penner
Hollywood, March 22.
Ben Pollack finishes out the string
for Jimmy Grier on the Joe Penner
Cocomalt program. Takes over

Grier goes parastorming with his

Birt Fisher, gen mgr. KOMO-KJR, Seattle, returned home via the Canal from an eastern trin, which KJR, Seattle, returned home via the Canal from an eastern trip, which included Miami and Havana.

#### Radio Sports Program Has LABOR LAW VS. WFIL Theatre, Small Town Ties: **Bob Elson Runs Contests**

Chicago, March 22 Chicago, March 22.
Question-and-answer stunt is being developed into the sports field
in a new program set by WGN here
for Lorillard Tobacco. Sports
quiz, held every Saturday night,
starting April 23, will be conducted
by Bob Elson who also does the
play-by-play WGN for Old Gold
cigs.

py Buy Liston with a description of the delay by high work of Old Gold cigs.

Tied in on the quiz will be some 23 cities within a radius of 150 miles. Of Chicago, with eliminations to be held in each city, and the winners shipped to Chi each Saturday for the play-off. Quiz contest will run through to the end of the baseball season, with a general final quiz of all winners to be held at that time, and the two winners to get free trip to the World's Series.

Elimination in each of the cities (one for each week of the baseball season) will be generally held in the town's top theatre, though in a few of the townsy the climination contest will be held on the local station in that city.

Glen Parker has joined the an-nouncing staff of WHO. Des Moines, taking the place of Harold 'Hod' Grams, who goes to KSD, St. Louis. Parker comes to WHO from KFJB

> YOWSAH! YOWSAH! YOWSAH!

> > Thanks

# U. S. RUBBER

## BEN BERNIE

For Renewing Our Writing Contracts

# **PARKE** LEVY

# ALAN LIPSCOTT

# ALBERT MILLER

(Mgt. WILLIAM MORRIS, INC.)

## CFCF MONOPOLY

N. B. C.

Affiliate

# 18 Hours Of Music Daily On **Station WNEW**

WNEW. N. Y. around-the-clock broadcaster, devotes the overwhelm-ing majority of its time to programs featuring music. Average day finds the indie station devoting between 18 and 19 hours out of the 24 to mu-sical shows. Unusual for local station.

station.

Stan Shaw's recorded owl program consumes five hours nightly. Two Martin Block periods, a.m. and p.m., total three hours, 15 mins. Other daily regular musical shows are those presided over by Alan Kent, Merle Pitt's house orch, Lanny Grey, Arizona Red, Ray Hamilton, King Arthur and the hillbilly act of Uncle Pete and Louise.

Another large slice of time rela-

Pete and Louise.

Another large slice of time, relatively, is devoted to news. Combined periods around the clock total two-and-one-half hours daily.

Station has an extreme paucity of dramatic shows; chiefly fills in time not devoted to music nor news with remote stunt broadcasts.

### DRYS IMPOSE WILL: BAN BOOZE ADS

Rochester, N. Y., March 22.
WSAY on the spot with church
and dry groups in city for liquor
advertising on the Barred at
other stations because of militant
dry pressure. Groups are now circulating petitions asking WSAY
management to stop this sort of advertising and while petitions are
gently worded there is plenty of or
else' behind them.
With both 2019.

else behind them.
With both daily newspapers and
two larger radio stations definitely
barring liquor and beer advertising,
and street carr company bowing to
similar campaigni, wet interests finding difficulty getting their goods befor any sizable section in the city.

### Les Fox to Frisco

Kansas City, March 22, L. Leslie, Fox. leaves as sales manager of station KMBC to take Pacific coast manageriel chore for International Radio Sales on April 14. Fox will headquarter in San Francisco.

cisco. Churcl. hasn't found anyone for

Fox's shoes, yet.

John Livingston, Fox's predecessor
in Frisco, has been named national
sales mgr. of KEHE, Los Angeles,
and southern California rep of International Radio Sales.

### **Audience Crime Show**

Chicago, March 22.
WGN is readying an audience participation program, "Super Sleuths, which will call on confestants to find the solution of enacted crime mysteries.

the solution of enacted crime mysteries.
Cast will include a semi-comic detective who will m.c. the show for comedy twists and work with audience groups that volunteer to solve the whodunit.

### Scoops at 4 A M.

Scoops at 4 A M.

St. Louis, March 22.

Gene Hogan, news commentator for WTMV, was routed out of bed at 4 m. last week when tipped off that Lee Quick, East St. Louislabr leader, had been slain by two unidentified men as he was entering his home a short time before:

Hogan covered the story, and was on the air with it at 6 am, the stinuous first news broadcast.

Sheldon Milliken Very III
Sheldon Milliken, spot buyer for
Pedlar & Ryan agency, is seriously
III in Fifth Avenue nospital, N. Y.
Likelihood is shaft Milliken will be
In the hospital for, at least a month.
Will then go away on an indef leave
of absence for his health.

### "Sports Announcer"

Wants position at station doing play - by - play accounts. Many Years experience at same station. Write D25, Variety, New York

### Dot Lee's 'Show Must Go On' at Earle, Philly

Go 'On' at Earle, Philly
Philadelphia, March 22.
Dorothy Lee, naking p a at the
Earle here with Bert Wheeler, made
all skedded apperances with a trained
nurse backstage with her.
Miss Lee was unable, however, to
go with, the rest of the acts to the
Stanley, Camden, on Sunday, where
Earle, shows regularly jappear because of Pennsylvania blue laws.
Miss Lee has been ailing all week.

### Federals' Press Satire

Federal Theatre's Radio Division programi-which has replaced The Shadow, with Their Greatest Stories, on Mutual's network has a newspaper satire scheduled for Sun-day (27). Title is Mr. Mergenthwirk-er's Lobbiles, 'Shadow' is off until the fall.

Bernie Armstrong Lucky
Pittsburgh, March 22
Bernie Armstrong, staff organists
at KDKA, has a winner in the Irish
sweepstakes.
Means at least \$2,500 to him and
considerably, more if his horse

### Background Noise

Announcer broke into the chainbreak after the Rudy Vallee show last Thursday night (17) with a news builctinatelling about Poland's utilinatum to Lithuania and the prowar demonstrations being staged in Warsaw.

Immediately following, this came the voice of Robert Taylor shouting jubilantly: Maxwell House Coffee presents Good News of 1938.

### Pyle Heads Waxers

Hollywood, March 22. C. C. Pyle is president of the cently ized Association of Radio Transcription Pro of Hollywood.

Other officers are Frank Purkett, vice-prez and director; R. U. McIntosh, secretary and director; C. P. McGregor; 1 sasurer and director; Gerald King, director, and John J. Wilson, general counsel.

# Radio Sets Arrangements Well Ahead For Big Howdy to Swedish Prince

Philadelphia, March 22,
Swedish-American liner Kungsholm will have radio equipment installed on it by Philly, stations and
networks when it docks in New
York April 23. This is in preparation for its next trip over on June
28 when it will have the Swedish
crown-prince aboard.

crown-prince aboard.

Boat will lay overnight at the mouth of the breakwater—with radio men aboard—and proceed up the river June 23. On that day each of four nets using the ccremonies, NBC, CBS, Mutual and Jintercity, will have United Airliners flying overhead run two-way communication between ship, and planes.

Kungsholm will stop at Wilmington, where the prince will be greeted by President Roosevelt as he steps on U. S. Soil. He'll then proceed to the Philly navy yard where two days of ceremonics will begin. Whole!

To local musiker.

affair arranged in commemoration of 300th anni of founding of Pennsylvania by the Swedes.
Committee arranging radio and consists of Ken Slowman, of WCAU; Jim Allen, of WIP; and Jim Aul, Jim Allen, of WIP; and Jim Aul, Will Jewett, Philly Record man, who handling arrangements for handling arrangements for who ha

Hollywood, March 22, First musical sustainer out of the NBC studio here for the network was aired last weck with Dorothy Page and Bob Sevens as vocalists with Frank Hodek's studio band.



# Another Strong Rebuke of F.C.C. Legal Procedure Made by Appeals Court

Washington, March 22.
Scorching rebules were handed the Federal Communications Commission last week by the District of Columbia Court of Appeals in a pair of decisions growing out of controversics over regulatory body procedure. Jurists reversed the Commist and ordered reconsideration of grants to Dorrance D. Roderick, El Paso, and Gross and Shields, Saginaw.

Question of whether the F.C.C. has Question of whether the F.C.C. has the right to refuse to allow a newspaper to engage in broadcasting also was brought up in one of the cases, with the court, through Associate Justice Harold M. Stephens, asserting there is provision of law which justifies discrimination between rival applicants merely because one happens to be a publisher.

pens to be a publisher.

Making good on promises to lay down more concrete rules for the FCC. the appellate court in both proceedings spanked the regulatory unit for being sloppy in making fundings of fact to support its conclusions. Issue were much the same as those in two cases last Deember which led to complete change in the method of deciding on applications. In the more important Saginaw case—which would up in partial victory for the Saginaw Broadcasting Co., candidates for time-sharing



1200 ke transmitter—Justice Stephens found that the Commish had misstated positive bits of evidence, declared that dissatisfied applicants are entitled to wait until after the Commish has acted upon a petition for rehearing before they seek review from the court, and held that a mere observation that a certain party is qualified or that a particular action will serve the public interest is not sufficient reason for reaching a decision. cision.
Must Cite Basic Facts

Mental process which the F.C.C. must follow in scrutinizing the record and making up its mind was sketched in detail in the Saginaw case opinin, where the court said basic facts' must be recited in the formal decision. Justice Stephens told the Commish te give 'attentive consideration' to the evidence taken by examiners' in order to reach the fundamental facts and then reason to the 'utlimate facts.' Unnecessary for the decision to recite the evidence, but the findings must be 'unambiguously stated' so that it is apparent why the Commish arrived at its particular conclusion.

Several of the reasons given by the Commish in the Saginaw matter were termed insufficient, while Justice Stephens said that some of the errors made in stating the facts were prejudicial to the Saginaw Broadcasting Co. Among the F.C.C.' assertions which the court decemed incomplete were findings that the public need in the Mishivan city was such as to the Mental process which the F.C.C.

which the court deemed incomplete were findings that the public need in the Michigan city was such as to re-quire uninterrupted service, and the bare observation that both par-ties, were financially fitted to hold a franchise. Furthermore, the angu-ment contained in the F.C.c. brief was irrelevant in an important re-resect.

spect.

Even if the record does contain facts which substantiate the Commish decision, the regulatory body is not relieved from the obligation of making findings through careful scrutiny of the evidence, Justice Stephens declared, while the errors made in summarizing the case show the record was not studied with the the record was not studied with the thoroughness which is to be expected from 'an unbiased body of experts discharging a function so important.' In the El Paso case—which origi-nally attracted attention because the newspaper ownership issue was

### Leave 'Em in Basket

Chicago, March 22.
Columbia-WBBM here has instituted a department of ideas, through which all new schemes and plans for programs will filter.

Has assigned Bob Hafter to that desk, with Hafter commissioned to decide whether or not an idea has sufficient merit to warrant further consideration by CBS-WBBM program and sales sexes. sales exces.

raised in a vigorous dissent by former vice-chairman Irvin Stewart—
the Court admonished Commish examiners they must be more careful
in conducting hearings and repeated
warnings that detailed findings of
fact must be contained decisions.
Justice Stephens observed in this instance-that the Court was 'unable to
determine what facts and for what
reasons the Commission regarded an
additional station as necessary.'
The jurists' slant on newspaper indicated that amendment, to the
Communications Act is necessary if
the Commission step only of

Communications. Act is necessary if the Commish is to follow a policy of discriminating against the press. Some other reason must be found to draw 'nublishers' pleas, since 'we know of no provision of statute or rule of law, and are cited to none, which forbids broadcasting by the owner of a newspaper. In this connection, the tribunal rebuffed Arthur W. Scharfeld, Phil Lowks, and Joseph F. Zias, attorneys for KTSM, the appellant, who combained that the FCC. erred by failing to consider whether joint control of a paper and a station would result in 'unduly advantageous competitive position.'

### Sloppy

Sloppy

The criticism occasioned by sloppiness of the examiner in the case tends to make it more difficult for applicants to present a strong case. Justice Stephens ruled out as incompetent raft of testimony—common in E. C. C. hearings—that local people expressed a desire for and intent to nationize another staffor. Such evil.

expressed a desire for and intent to-patronize another station. Such evi-dence is 'clearly hearsay', the court asserted, and its admission gave Rod-erick an unfair advantage. Throughout both decisions was seen a clear indication that the D. C. tribunal will pay stricter attention to operations of the F.C.C., particularly from the standpoint of seeing that decisions are backed up by convincing evidence. Radio attorneys were gratdecisions are backed up by convincing evidence, Radio attorneys were gratified at this attitude, inasmich as numerous denials in the past have not been appealed because of the difficulty in finding something in Commission

### 'CALM DOWN' LECTURE **GIVEN WFIL SPIELERS**

Philadelphia, March 22.
Iron-fisted ukase against vocal
hysteria by gabbers in reading
foreign news bulletins was issued to
his staff by Don Withycomb, WFIL
s.m. last Monday. Order followed
Withycomb's unprecedented action in
cutting one of his own announcers
from the in the middle of a
sentence. Philadelphia March 22

sentence.

Spicler on whom the plug was pulled was Clint Johnson. He was

Spicler on whom the plug was reading a builted in Spinson. He was reading a builted from Berlin, which was cut musical show. Withycomb happened to stroll into the control room at the time. He ordered the panelman to cut out Johnson's mike and told the orch to continue playing.

"Meeting of the gabstaff was called immediately. Withycomb declared news department will continue to have option of breaking into programs with sulletins whenever it feels they are worthy, but after lecturing mikemen on jingoism and part it played in getting U. S. into the last war, he instructed them that news in the future nurs he delivered in a sane, sober, unadulterated manner.

### Flash!

Washington, March 22.
Nameless MJSV program isn't nameless any more, now that local station jury has decided upon tag for the before-breakfast entertainment which Warren Swceny presents over the CBS outlet.
Instead of "Program Without a Name. Sweency's sting will be 'Old-Chanticleer', and the theme will be a crowing rooster, whose matulinal greetings will, be heard intermittently throughout the show.

# Fear A.T.&T. Patent Control of Visio

Patent Lawyers Ridicule Latest Revival of Proposal to Require Compulsory Licensing of Discoveries

### Kemp's Paid Admission **Broadcasts for Hot Springs**

Hot Springs Ark, March 22.
Everett Kemp, formerly producer and leading character of the KMBC, Kansas City, and CBS 'Happy Holow' show, has taken over production and master of ceremonies job of KTHS 'Country Store.'
Show airs two hours of old-time music and wit Tuesdays, 8 to 10 p.m., and originates in the city auditorium, Average weekly attendance goes over the 1,000 mark with paid admish.

### WIRE, WGVA (NEW) IN JOINT LANDLORD DEAL

Indianapolis, March 22.
Glenn Van Auken, whose WGVA license calls for the third Indianapolis radio station, got together with Eugene C. Pulliam, owner of WIRE here, and out of the huddle is expected to result a \$100,000 combined studio-office building, to be known as Radio Square. Details and specifications on the new project are to be completed within the month, while actual construction on a complete new building is to start around May 15th.
Location of the two-story structure will, be three miles from the downtown district. Real estate, both 10ts and building, will be owned by the

town district. Real estate, both lots and building, will be owned by the Vanderbilt Realty Co, with Roy Shaneberger a majority stockholder in the outft. Shaneberger is a laundryman.

Arrangement between Pulliam-Van Aulken, and their station corporations, and Shaneberger and his realty outft, is on a 20 year lease basis, with stations having an option to purchase the building any time they wish during the lease period.

### For the Engineers

Portland, Ore., March 22.
Revolutionary new type of aerial obstruction marker for radio towers will be used for the first time anywhere on KOIN's new 540-foot tower. The marker is a metal cone invented by Louis S. Bookwalter, chief engin-er of KOIN, as a substitute for transmitter tower flags, which are continually blowing down. Alternative design of the marker is a round metal ball.

Either cone or ball is inserted into the top guy as an integral part of the guy wire construction. The markers are painted international orange and have been accepted in lieu of flags by both Pacific Coast and chief inspectors of the Department of Commerce.

Washington, March 22.

Washington, March 22.
Fear that the Bell telephone system will gobble up all television inventions and gain a strangle-hold over picture broadcasting was voiced Monday (21) at opening hearings on, legislation requiring compulsory licensing of patents. Sessions are due to run into next week, with host of

to run into next week, with host of attorneys and manufacturers slated as opposition witnessess.

Percunial proposal gets first airing in several years before House Patents Committee group headed by Rep. Thomas J. O'Malley, Wisconsin Democrat, and arch-hater of big business. One of the principal targets of the license advocates is the American Telephone & Telegraph Co.

American Telephone & Telegraph Co.

Warning that television progress may be stifled unless Congress takes steps to break the AT&T. patent: monopoly came from Rep. william D. McFarlane at the outset of the gabfest. He is sponsor of one of the two bills under scrutiny. In boosting his measure to limit earliers or rights to three war in the control of the control of

In boosting his measure to limit exclusive rights to three-year period, Texan urged enactment of such legislation as anti-monopoly weapon and hinted the Justice Department favors the step. Asserted that 'The American Telephone & Telegraph' Co. in co-operation with the Radio Corporation of America and subsidiaries controls the Communications Field through patents.' Through their patents they virtually dominate sound pictures and are getting set to exercise comparable control over television, he omened.

Similar Crusades

### Similar Crusades

Similar Crusades
Denunciation of the measure came
from the American Patent Law Association at the beginning. Legal
group filed bulky brief, summarizing history of similar crusades over
more than two decades, which declared that such legislation would
be unworkable in any equitable determination of an appropriate royalty, besides defeating its own purpose. Instead of encouraging greater competition, the requirementswould entrench monopolies because
it would enable powerful concerns
it would enable powerful concerns would entrench monopolies because it would enable powerful concerns to wipe out weaker concerns. Invention and research would be discouraged if geniuses were not entitled to retain complete control over their discoveries for a sufficient period to enable them to make the control contro a decent return. New enterprises would have trouble obtaining capital.

tal.

New idea for breaking up patent monopolies was tossed out shortly before the hearings opened Replayers. Democrat, of Massachusetts, offered alternative which would provide for compulsory licensing whenever a court found that industry and trade are demonsted through pooling. dominated through pooling.

### TO THIS BILLION DOLLAR MARKET

The smoothest path to Southern New England's billion dollar market is also the surest—through the 50,000 watts of Station WTIC. Ross Federal's survey shows that WTIC outranks its field in popularity to the tune of 60% of the families in the Hartford area, compared to 24% who listen to the number-two station at any given

As for WTIC's popularity with advertisers-based on its record as a business builder, consider this impressive record of Southern New England's number-one station.

# FIRST

In Number of Network Advertisers

In Number of National Spot Advertisers

> In Number of Local Advertisers

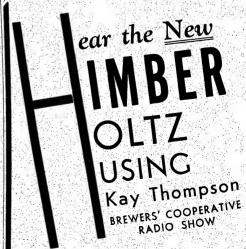
Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

# C 50,000 Hartford, Conn. **50.000 WATTS**

THE TRAVELERS BROADCASTING SERVICE CORPORATION MEMBER NBC RED NETWORK AND YANKEE NETWORK

Representatives: Weed & Company

New York, Detroit, Chicago, San Franci



Monday at 8 p. m. CBS COAST-TO-COAST

# EXPERIMENTALS IN SPOT

# SPECIAL LICENSEE MUST BE GENUINE

F.C.C. Singles Out Four High Frequency Grants for Scrutiny on Renewal Requests

### ECHO OF WLW

Washington, March 22.

Round-up of special experimental licensees is in progress following agreement of Federal Communications Commission that dispensation

tions Commission that dispensation of extra favors under the guise of research must be checked.

Fair-haired clique which functions, under special authority tickets must convince the FCC that they are seriously carrying on legitimate experimentation and operating in conformity with conditions set forth in their permits. Can't just roost on a particularly-desirable frequency or continue forever to function with more than standard power.

Threat to cancel permits of broadsters who don't appear to be producing any worthwhile results or who are merely fooling around with their experiments was seen last week when four applications for renewal of high-frequency licenses were

of high-frequency licenses were carded for hearing and the transmit-ters received only temporary exten-sions. Previously, the commish had set the Milwaukee Journal (WTMJ)

for Sales

is Oklahoma!

point to Oklahoma where business men, in nes, report good volume . . . and WKY right spot for your advertising to



down for hearing on renewal pleas for its television and facsimile plants. Show-down was decreed when the Commish granted the customary renewals for 22 other high frequency plants, but singled out Milwaukee Journal's WXXAZ. Westinghouse's WXXKA at Chicopee Falls, Mass., St. Louis Post-Dispatch's WXXPD, and New Bedford Standard-Times' WIXEQ to parade before examiners and tell, what they are doing and give reasons why, they should be permitted to continue.

Only regular broadcasting station with an experimental franchise set down for hearing in recent weeks, is WLW. But the trend is in the direction of a public quiz on the other stations which are functioning under special tickets—either conducting synchronization experiments, using excess power, or holding down a channel different from the regularly-assigned frequency. Aside from the outstanding charters to try out facsimile, around dozen commercial stations hold special tickets, some of them several years old.

Question has been raised—both within the Commit and in Congress.—whether experimenter's should go on indefinitely on a special authority basis. Veteran holders of such tickets ought to be put on a regular basis or be forced to go back to their old facilities, in the view of several members.

Weeding-out process has not pro-

members.

Weeding-out process has not progressed very far, but the next few months will see e :rminers' presenting reports which will have a strong effect determining whether the special ticket-holders keep their pre-

Application has been made to the FCC for increase in power from 100 to 1.000 watts for W8XH, WBEN's ultra short wave transmitter. Station has been operating for four years, with continued experiments.

Original transmitter unit is now on exhibit in the Smithsonian insti-tution as being the first of its kind to radiate scheduled inusical pro-

Hartford, March 22, For the second year WTIC re-broadcasting a series of Tuesday aftbroadcasting a series of Tuesday afternoon lessons in French pronuncition by Professor A. Croteau of Connecticut State College. Program, broadcast from the college campus at Storrs by a portable short wave set, is used for the franchise of WIXEH, which was allowed the station for experimental purposes.

tion for experimental purposes.

Besides being heard in many homes, the program gues into many secondary schoolroons in Connecticut and Massachusetts. Teachers test pupils to WTIC studios where all are assembled and put throughtests in the form of a contest. Winners are rewarded with appropriate prices.

# **Proposed Law Okays Tapping Private Wires**

Washington, March 22.
Use of broadcasting facilities to violate any criminal law of the United States would bring a stiff additional penalty, under terms of a bill offered Congress last week by Representative Clarence F Lea of California

California.

Intended, primarily, lo prevent unauthorized operation of radio stations and insues of telephone and telegraph circuits, the measure provides a fine of not over \$10,000 and juil term of not more than Itwo years for anyone who employs any povernment-supervised communication facilitie. In violating or in attempting to violate 'eriminal statutes. Ale lows: government, departments to listen in on private messages—thus getting around Supreme Court, decisions sainants win elaphing—in unicovering law infractions.

### What's New Dept.

Philadelphia, March 22.
Engineering departments of Philly stations, have had official foot clamped down gabbers chewing bubble gum. Every radio man in town, has been playing with the stuff since WFIL landed gum company account coupla weeks ago and has been passing the chewy stuff around. stuff around.

stuff around.

Nix came last Thursday
when Jerry Stone, gabber at
WDAS, was blowing a bubble
while waiting a cue. Bubble
burst right into the mike
the panelman opened it. Since
then it's been quits.

### ARTA Signs WBBC, B'klyn

American Radio Telegraphists' As-

American Hadio Telegraphist's Association last week signed a contract with WBBC, Brooklyn, N. Y. Engineers at station go on a 40-hour week and get salary (ilis, Paccalls for payoffs to range from \$37.50 to \$45 weekly. Formerly the men averaged around \$22.50-\$25,

PRESIDENT

### WOAM to John Blair

Miami, March 22.

WQAM has switched reps. John Blair is taking the station for his list, replacing Gene Furgason.

Broadcaster is a 1,000-watter and CBS' local outlet.

### FREE PEEP AT ACTORS JAMS 11.000 IN STORE

Kansas City, March 22.
WHB handled ballyhoo for its parents' (Cook Paint & Varnish Co.)
new store in the plaza district. Idea
was to get visitors to the store to
see WHB artists doing their stuff.
First broadcast went out at 8:45
a. m. and about 200 people were on
tap for a look-see. By 9 p. m. that
night 11:120 persons had visited the
store and inked the guest register.

WOV, N. Y., started Monday (21) carrying daily news flashes about the coming World's Fair. Idea to build interest in the '39 affair among station's foreign-language listening audience.

# WIP GETS HUNK. **BESTS WFIL**

Philadelphia, March 22.
WIP this week got even with
WFIL which it accuses of copping
its shows and preferred time, by
taking a former WFIL newscaster and his show. Topped the
thing off by sending out publicity
verbatim used by WFIL to announce the show.
Gabber is Charles Benford, who
was WFIL a short time until his
commercial recently expired. He
tuns Young News Reporters'
Club' to which listening moppets are
invited to send stories they write
themselves. Best are read
over the air. Then they get a membership card. Show's plugged on the
be newspaperman yourself'
theme.
Ben Gimbel, prez of WIP Philly.

Ben Gimbel, prez of WIP, Philly, back from Florida vacash.

Ida Bailey Allen switched to Rock-well-O'Keefe management.

VICE-PRES. & GEN. MGR.



### WPEN-C.I.O. Terms

Philadelphia, March 22.
WPEN and American Communications Association, CIO unit repping
panelmen, reached a closed-shepagreement last week. Hours were
reduced from 48 to 40 a week and
minimum, of \$37.50 was set. Raises
of, \$2.50 are to be given every six
months until maximum of \$00 is
reached.
Engineers are to

eers are to get double time for holidays and time and one-half for overtime, plus three weeks' sick





CONSOLIDATED

# WENDELL HALL

Address: 4351 N. Pauline St. Chlones

HAVE YOU HEARD ...

## ANNY GREY'S

Rhythm School of the Air WNEW Daily at 12:30

# F C. C.'s WASHINGTON DOCKET

### MINOR DECISIONS

Therein: WFOY St. Augustine, Washington, March 29, 105 montry pointing application for construction premit to spooffy 1430 ke instend of 550 ke as originally requested. Pennsylvania: WANTP (television). Philadelphia, given temporary authority to conduct elevision tests of 2,000 to 56,000, ke and 650 we to 8,500 ce, using 1 kW for Photo Bico; United Theorems, Nan, Juan, allowed to amend application for new station permit after the Commists ordered reheaving on its own motion.

### SET FOR HEARING.

Alabama: WSFA, Montgomery, increase night power to

New York: NBZ, Saranac Lake, renewal license, North Carollun: Greenville Broadcasting Co., Greenville, Popileation for new attoin using 150 kc with 250 waits of the Committee Committee Committee Committee Committee with 100 waits unlimited.

o 1 kw. Washington: Indiand Empire Broadcasting Co., Pasco. application, for new station oper: 1310 ke with 100 watts unlimited.

### **EXAMINERS' REPORTS**

EXAMINERS' REPORTS

Londaina: Daytime Jujice-jump for KVOI. Lafayette, was recommended by Examiner George H. Hill. Transmiller, now prograting on 1310, ke with 100 wates, would like to getter of the programment of the prog

nat service would be available to approximately 923.122 and nobywiddlers, "although 49.448 Individuals, now listening which are the service of the service o

to WNNT-WLN. Chicago, would experience Interference, WKAR, highly praised in Hill's report, proposes to spend 355,009 on a new transmitter, entenha, etc. Now opprates on \$20 kc and would retain same frequency. Howard S. Lefton represented WAAR. See the propose of the propose

Is a success.

Frank Stollenworck appeared in Schalt of WFAS.

Trank: Juice-jump for KLO. Ogden, from 569 waits to 1
kw nights. S kw days, recommended by Examiner Tyler
nat conflict with the operation of existing sintlons, Stery
unied, in da, need for additional service exists in the Ogden

Applicant. Interstate Broadcasting Corp., was represented br. farence C. Dill and James W. Gum.

### NEW APPLICATIONS

Hipoles: WMDD. Bench, change nite, power from 1 to 5 kw; WVAZ, Carlhage, increase nower from 10s to 250 watts. Kansus: KwBG, transfer control of corporation from W. B. Greenwald to John P. Harri.
Louislana: KTBS, Shrewport, increase day power to 5 kw. Michigan: WHDF. Calumet—transfer control from A. Li Burnan to Mining Gazeties. Solid, increase er from 606 watts to 1 kw; KWTO. Springfield, change hours from daythme to unlimited, with 1 kw for ulghttime.
Mondana: KGHL. Billings, transfer control from North-watern Auto Supply Co. to Charles O, "nupbell, KGVO. Missoula, increase day nower to 5 kw.
Missoula, increase day nower to 6 kw.
Comin Exchange to Central Sintes Brondening Co.
New Mexico: KAWM, Gallup, increase power to 250 watts, day.

New Mexico: KAWM, Gallin, increase power to zee wattra, AS.

Neg Jersey: WOR, Newark, increase power of experimental facespille station from 5. to 80, km, for operation between the control of the contr

night and 2:0 watta: day, and increase hours from daytime to unlimited.
Oregon: KOOS, Marshfield, linerease night power to 2 nits: Oregonian Publishing Co. Portland, menult for new artists of the property o

## WTAM's Sponsoritis

Cleveland, March 22.

Musical end of City Loan
is giving WTAM more trouble and
revamping than any of its other
commercials this year. Station
spent nearly a year clinching th
account. Since then the sponson,
new to radio, has run Hai Metzger
ragged with constant requests for

ragged with constant requests for talent changes. In last nine weeks because of finance company's whims and squawks, Metzger had to make three band shifts.

Merlin Stonehouse new program director at WKZO, Kalamazoo, and Patty Tuttle new p.a. at station.









WLW CINCINNATI The Musical Camera

Every Sunday

# DON

THE RHYMING MINSTREL WEDNESDAY and FRIDAY WOR 12-13:15 F.M. EST FOR BOSCO

### GEORGE GRIFFIN

Lyric Baritone Featured "MAGIC MELODIES"

TUESDAYS, 7:45 P.M., WJZ

Masterkraft Oil Burners

also heard ou

THURSDAYS, 12:15 P.M., WJZ SUNDAYS, 9:00 A.M., WEAF

# **GUS VAN**

STAGE, SCREEN OF RADIO

c/o Goldie and Gumm.

WASHINGTON BUZZ

Washington March 22

Washington, March 22.

Classic for the Ha-Ha Department was put on the wires last week by the Associated Press. Clients were served a story to the effect that PCC Chairman Frank R. McNinch 'told reporters today he had heard' that the Commish report on the telephone inquiry urged separation of Western Electric from the rest of the Bell family: Jeers were occasioned by the fact that the report has been finished and reputedly held up in the Chairman's office for several weeks.

Upsetting report that the FCC nay recommend a confiscatory tax n the profit made in station sales a way of curbing excessive prices or radio facilities made the industry rounds this week.

While confirmation was lacking, broadcast observers were obviously agitated over the fact that such a thought has been put into words.

Commonest version was that the

Serious mein of Duke Patrick, radio barrister and one of the host of former. Federal Radio Commission general counsels. by-word among the broadcasting fraternity. Hence funsters lost no time in ribbing him last week when he was rushed to the operating room for an appendectory.

Commish is toying with the idea of asking for legislation which would force sellers to pay into the Federal Treasury 50% of the difference between the cash price and the physical worth of the property.

rushed to the operating room for an appendectomy.

Best jibe was credited to Harry Butcher, CBS 'p, who sent the web's local attorney single lily. Duke's barber caught immediately; cautioned You'd better not start any continued stories, Mr. Patrick.' Among other touching gifts sent to the sick-room a cactus plant.

sifts sent to the sick-room a cactus plant.

Speed-up process at the FCC has the radio attorneys irked. In harmony with the New Deal's desire to shorten hours—but not for the purpose of spreading work—the Commish has sliced 10 minutes from the period allotted barristers at oral arguments. Front men now can splet only 20 minutes. Doesn't leave

VIAMI Gadgeted-Up
Cteveland, March 22.

Estimated \$8,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out that the moving into new \$300,000 was spent by WTAM on new gadgets to modernize its Brecksville transmitter out the subject to should be the moving into the subject to should be added to the subject to should be added to should be added

much time to go into the ramifica-tions of cases but does help give the Commissioners more time to handle their correspondence.

Breathless wait for the impressive-looking committee on interna-tional broadcasting to labor and bring forth its conclusions. Particu-larly since the only member with any radio background at all is FCC Chairman McNinch, whose knowl-edge of broadcasting dates back only six months.

sical worth of the property.

Lossening of, the two-year-rule which has kept FCC altorneys from quitting the government to enter private radio practice is in prospect. Outside barristers, who have been urging a less rigid provision, don't know whether to start cheering or to fear an exodus from the Commish which will make client-snaring that much harder.

Way toward more liberal policy was pointed recently by two other government bodies, the Power Commission and the Securities & Exchange Commission, which adopted regulations on the subject the same day. The S.E.C. will allow any former employee to appear before it if while he was in government service he had no relation with the matters of his client. The Power Commish rule, which puts a one-year han on ex-staff members, is a little more stern. Neither is as tight as the FCC. edge of broadcasting dates back only six months.
Industry reps are chuckling over statement of one committeeman that it may be possible to work out plans to use the 'NAB station' to pump U. S. propaganda into Latin America. Which suggests the reason for the skepticism about the advice the President will receive from his frock-coated advisory group.

One of the principal prerogatives of bureau heads was snatched from FCC Chairman Frank R. McNinch in last week's inner circle fight. Highest significance was attached to the way in which the Commish named its new committee to consider procedure with listener complaints. Instead of merely passing a motion which would have allowed the chairman to designate the memers, the body accepted recommenders. bers, the body accepted recommen-dation of Commander T. A. M. Craven that Commissioners Mc-Ninch, Payne, and Sykes should do

the job.

Important departure from customary practice in government quasijudicial bodies and illustrates clearity the depth of bitterness among
the membership.

### WTAM All Gadgeted-Up



# Agencies—Sponsors

WNEW, N. Y., new biz:
Studebaker Corp., spot announcements, througn Roche, Williams &
Cunnyngham, Inc., Chicago.
General-Supply Co., electrical-appliances, 45 minutes weekly on Make
Believe Ballroom. Scheer Ad-

Believe Ballroom, vertising, Newark. Aladdin Home

Aladdin Home Appliance Corp., five 15-minute periods weekly, news, 13 weeks via Scheer Advertising, Newark.

Newark.

Community Opticians, six 15-minuite programs weekly, in addition to
two quarter hours already

direct.

Jadwiga Remedies, Inc. (Reddy Rub), 15 minutes weekly 'Make Believe Ballroom' and spot announcements, direct.

ouncements, direct.

Darrigo Bros., broccol, spot announcements for four weeks,

nouncements for four weeks, ia Neff-Rogow, Inc. General Milis (Wheaties), five spring training baseball games, di-rect from Florida, starting March 23, via Knox Reebes Advertising Co., Minneapolis, Minn. Goldwater Distributing Co., min-

eral water, spot announcements on Milkman's Matinee' for 13 weeks, via Blackstone Advertising Agency.

Calave Growers of California, through Lord & Thomas, Loc An-geles, is signed for three participa-tions weekly in the live talent Friendly Homenaker program on KSPO, San Francisco.



ON THE NBC RED NETWORK

TIONAL REPRESENTATIVES WARD PETRY & CO.

vertising Agency in San Jose, Cal, has renewed its participation in the Friendly Homemaker' programs on KSPO, San Francisco. Ditto for the Golden-State-Company (dairy-products), through N. W. Ayer & Son, Philadelphia.

Industrial Training Corp. (instruc-tion school), through James R. Lunke & Associates, Chicago, is spotting quarter-hour transcriptions, The Camera Speaks, on KGO, Sancisco. Sunday evenings for 13

National Ideal Co., Toledo, O. (Warner Electric Brooder), using thrice weekly announcements on WGY, Schenectady, Buswell Agency of Kalamazoo, Mich., handles account.

Prescot Oxel, using one-minute blurbs, t.w., 34 weeks, WGY, Schenectady.

Rubine is using Reporter of Odd Facts, five-minute transcriptions, thrice weekly, WGY, through Lawrence M. O'Connell, Boston.

Colonial Network new business:
Gardner Nureery Co., Osage, Iowa
(Plants), three five-minute wax
shows, through Northwest Adv. Co.,

Seattle:
Studebaker, So. Bend, Ind., 18 par-ticipations daily full week, through Roche, Williams & Cunnyngham,

Chicago.

Health-Aids, Inc., New York City
(V-BEV), 156 thirty-minute shows,
three times weekly, to preem March
28, The Lone Ranger. Placed through
Franklin Bruck Adv. Agency, Inc.,
New York.

Gelden Bell Cleaners, Inc., Boston,

156 weather reports, three times weekly, 52 weeks, through Dowd & Ostreicher, Inc., Boston.
Cranberry Canners, Inc., South Hanson, Mass. (Ocean Spray Cranberry Products), 91 thirty-word announcements, daily full week, through Harry M. Frost, Boston.

KRNT. KSO. Des Moines, new

biz:
Sergeant Feeds, 15 minutes six
days a week on Hawkeye Dinner
Time, KRNT, and six quarter hours
per week on WMT Musical Clock
program through Fairall Advertising agency.
Checolate Products Ce., Buddy
and Ginger, transcriptions, KSO,
through Geo, H. Hartman Co., Chicase.

cago.

Gruen Watch, starting April 3 on KRNT, one-half hour per week, Encore Theatre, through Erickson

agency.

Midiam Milliag Co., 300 one-minute announcements on KRNT-WMT, through Stack, Goble agency.

Climax Cleaner, 26 one-minute announcements on KSO, through Rogers Wallace Co., Cleveland.

Wilson & Co. inaugurating a 13-week stunt over KMBC, Kansas City, April 4. Quarter-hour three times a week remoted from retail shops and thrice weekly cut-in on a participation program. United States agency placed the package.

Alaska Pacific Salm in also going on the participation airing, being placed by J. William Sheets agency.

Parkview Pharmacies, Kansas City, Parview Pharmacies, Mansas City, inked for pre-ball game airing of 'Dugout Dope' via KXBY. Station airs all KC Blue ballgames for Gen-eral Mills, Jerry Burns to handle 'Dugout' and Walt Lochman again in

of the play-by-play spieler. Adams-O'Neill, radio and slide film production firm, turning out a series of sales recordings for Armour Packing and the Association of Wood Chair Manufacturers. Being platterized at the local RCA Victor Chicago studios.

River Bank Canning (tomato paste) sponsoring Zeke Manners' hillbillies thrice weekly on WMCA, N.Y. Klinger Adv. Corp. the agency.

Strietman Biscutt Co. (Cincinnali) aboard WDBJ, Roanoke, Va., with thrice weekly programs. Merchandising tie-up being used.

WBT, Charlotte, N. C., new biz: Walker Remedy Co., Waterloo, Ia. Walko poultry remedy, 26 transcriptions, running one minute cach, six times a week, placed by Weston-

Add: Buy Now

Kansas City, March 22.
Larry Sherwood, mgr. of KCMO, is asking civic organizations to give his station moral support for a 'Buy Now' cam-KCMO, is asking civic organiza-tions to give his station moral support for a 'Buy Now' cam-paign which he has developed. He would use dramatized an-nouncements to help-hypo busi-

Each script has characters buying some product. If it's a motor car, there will be a stamotor car, there will be a stamotor car, there will give one man 311 hours of employment Colter points followed through is that prices are now low and all that is necessary to get the business ball rolling is for the consuming public to put fear behind them and buy what they want.

two five-minute transcriptions a week, 13 times; J. Stirling Getchell, Inc.

Rit, four one-minute transcription announcements week, 52 times; Earle- Cudgin, Inc.

Bona Allen, Inc., Bona Allen Shoes, three 100-word studio an-Snoes, three 100-word studio an-nouncements a week for 52 weeks; Groves-Keen, Inc.

Buggeln & Smith, New York, has changed its name to Buggeln, Smith & Graham, Inc.

General Cigar has blanket contract on WFAA-WBAP, Dallas and Fort Worth, for 50 1,000-word and one-minute spot announcements for one year. Handled through H. W. Kasyear. Handl tor. Chicago.

WPEN Philadelphia nutting on WPEN. Philadelphia, putting on a haif-hour Saturday afternoon audience show for Goldenberg's Peanut Chews on an experimental basis. One wrapper from the nickel piece of candy is needed for admittance. Show will be aired for four weeks, with firm taking up an option for 30 more weeks if it is satisfied. Show under the direction of Angelo Pa-lange, consists of music and chirping.

Pepsodent has picked up its option on the Mickey Mouse program from Hollywood over the NBC-red Sun-day afternoons. Second 13-week con-tract becomes effective with the April 3 broadcast.

Borden's Dairy Delivery Ce, through McCann Erickson, Inc., has renewed for one year its thrice deliy lo-minute newscasts with John B. Hughes, over KFRC, San Francisco. Programs, aired six days a week, will also be released by KFBK, Særamento, and KMJ, Fresno, from March 14 to Sept. 10.

Elipatrick Marvel Bakery, through Emil Reinhardt, Oakland, has re-newed for a year its sponsorship of Mutual's 'Lone Ranger' serial, thrice weekly over KFRC, San Francisco, and KQW, San Jose.

Longines-Witinauer Co. (watches), through Arthur Rosenberg Co. New York, signed for 177 announcements over KFRC, San Francisco, April 1 through Sept. 24.

William 5. K. L. Laberstories (Rux), through General Advertising, Los Angeles, has signed year's con-tract to sponsor "Dobbsie's Happy-timers' Tuesday and Thursday more inger from "The Table 1999". tract to sponsor 'Dobbsie's Happy-timers' Tuesday and Thursday morn-ings from KFRC, San Francisco, over Don Lee stations KIEM, KGDM, KGW, KDON, KPMC, KHJ, KDB, KFXM, KVOE, KGB, KXO, in Cali-fornia. Live talent headed by Hugh Barrett Dobbs.

R. F. Loughney Co., Plymouth-DeSoto dealers in Pittsburgh, have renewed Kieran Balfe's daily quar-ter-hour news broadcast over-twSW at 8:30 a.m. for another 52

WAPI, Birmingham, sold all its United Press newscasts to Moore-Handley Hardware Co. (Westing-house dealers) in one basket. Three quarter-hour editions are presente daily, at 8 at m., 12:45 p. m. and 5:4

p.m. Lionel Baxter handling.

Omar Products Co. on WHKC; Co-lumbus, daily, with Virginia Ram-blers, hillbilly act.

Walker Remedy Co., Waterloo, Ia.
Walko poultry remedy, 26 transcriptions, running one minute each, six times a week placed by Weston-Barnett, Inc.
Bayer Semesan Co. (Cerescol), six.
Bayer Semesan Co. (Cerescol), six.
Fishin Fool with Ralph Stevens, on KSFO since 1931. Stevens has con ducted the show for anglers since its inception. KSFO,

### Ozzie Nelson Renewed

Hollywood March 22 Feg Murray and Ozzie Nelson have been renewed for another 13 weeks on the Bakers broadcast.

Tyrone Power goes off the air July mer layoff, to return in the fall for Woodbury

### New in San Antonio

San Antonio, March 22, San Antonio, March 22.
Fritz Kuler, spieler at KTSA, San
Antonio, switches to KTAT, Fort
Worth, April 1. Tom Hudson, staff
announcer on KTSA, San Antonio,
has left that spot to return to Hous-

ton.
Jimmie McClain a new production chief at KABC, San Antonio.

### Echoes 'Buy Now' Slogan

Columbus, March 22, Columbus, March 22.

Carl M. Everson, manager of WHKC, has borrowed Powell Crosley Jr. Buy Now idea and is placing similar announcements on all available station break spots. Statistics on number of man-hours of work required manufacture of various articles have been furnished WHKC by WLW-WSAI sales department.

### Wade Patterson at KGIO Mason City, Ia., March 22.

Mason City, Ia., March 22.
Wade Patterson joins KGLO's staff as spieler, replacing Al Mitchell, who returned to the Globe-Gazette as sports chief following a slab at announcing.
Patterson comes from WHBL, Sheboygan, Wis.

comes from WHBL, Inc

### WIP. PHILLY. OUITS RAMBEAU OUTFIT

Philadelphia, March 22, .
WIP this week called it quits with William G. Rambeau Co., its national advertising representative—for part-six months.

No new rep will be named station working strictly on the poli-of whoever sells gets the commish. on the policy

### JUST CALL ME JAY BELL Ft. Wayne, March 22

Justus U Bellville, Jr., has joined announcing staff WOWO WGL. Changed his monicker to Jay Bell for convenience of listeners.

J. Howard Ackley, his boss at WOWO-WGL celebrates tenth anniversary on air this weak

### Preakness Sponsored

Baltimore, March 22.
Racing season set to open April 1, attracting attention of local stations with WBAL tieing up the Bowie meet for daily remote and WFBR again clinching the Pimilico season including the running of the famous Preakness which wilh be fed to NBC. Preakness, sewed up exclusively by WFBR, sold as commercial to American Oil via Joseph Katz Advertising Agency.

Three Marshalls Quit NBC
Three Marshalls, harmony trio
(two lassies one lad) quit NBC
after two years solid sustaining broken only by guest dates.

proken only by guest dates. No sponsor.

Dickering with Columbia Artists, Inc. Rode that web before going on NBC.

# 203,000 Visitors



fect visitors through the WWJ Studio Building every half hour from 1 p.m. to 9:30 p.m. daily

No, the studio and transmitter buildings of WWJ are not public show places. They were planned, constructed and equipped solely in the interests of better broadcasting. Yet, in 1937, alone, more than 203,000 people—business men and housewives, butchers and bakers, professional men and club women—took the time to visit WWJ, witness broadcasts from its fine auditorium studio and inspect the equipment. Obviously such a manifestation of interest could result only from prestige such as WWJ has gained through its 18-year-old policy of always considering the listeners' interests first. Just as obviously, the radio advertiser wishing to sell his product in the Detroit market can do a better job with WWJ—the station that is preferred by 39% of all Detroit's homes, by actual survey!



SONG From the 20th Century-Fox "SALLY, IRENE AND SWEET

**8**E

... 2 2

A

Z

CORPORATION

MUSIC

BINS

0

0

Mitchell Parish 1 and the

1

WE MET Mitchell I

New Universal Production D ABOUT MUSIC" TA NA D

# **Publicity Stunt** For Saxophones Is Ambitious

For the purpose of placing the long-maligned saxophone on a higher plane in other words to give it a place in the symphonic world, a group of jedading orchestra leaders and others interested music, on Friday (18) filed petition with N. Y. Supreme Court Justice McLaughlin to organize a corporation to be known as The Saxophone Society of America, Inc.' Board of directors of the proposed society for the protection of the sax are: Jimmy Dorsey, Hal Kemp, Bill McCune, Nye Hayhew, Dick Stabile and Rudy Vallee the latter started life as a manipulator of the sax). Those named as incorporators are:—Dorsey, Seymour Manes, Thomas Rock-well, William Burton and Morton Nathanson. er plane, in other words to give it a Nathanson.

Nathanson.
According to the petition drawn up be Solinger & Solinger, attorneys, it is proposed to make the nation sax conscious and to open music libraries, schools, etc., from coast to established the sax a standard instrument in modern symphonic work, orchestration and composition and in the re-orchestration of master works.

Up to the present Judge McLaughlin has not okayed the petition.

### MAESTROS IN COURT OVER 'TIC TOCK' MUSIC

Al Fields, orch leader, filed suit Friday (18) in N. Y. federal court for an injunction to stop Ted King, leader at the Brooklyn Strand, from using a music style which Fields claims he patented. Warners and the Stanley-Mark Strand Corp, which operates the Brooklyn Strand Cheatre, are also named defendants. Besides the injunction Fields also wants an accounting and an order from the court declaring him the owner of the patent.

Long complaint filed by Fields describes contested device as a 'combined clock face and metronome, used in connection with orchestrations, and is used to accentuate and identify the timing and tempo of music. Fields calls his brain-child Tic Toc Music and avers he patented it last October.

Complaint states that Ted King has been using the same idea while appearing at the Brooklyn theatre and also in musical shorts produced by the Warners. King, however, the

appealing at the Brooklyn theatre and also in musical shorts produced by the Warners. King, however, the complaint states, styles his musical contraption as the Tick Tock Or-chestra, Tick Tock Rhythm Orches-tra' and Tick Tock Tempo Or-chestra.

### On the Upbeat

Will Osborne set for March 27 and Kay Kyser for April 3 at Ritz ball-room, Bridgeport:

Harry Giles, Coast manager for Rockwell-O'Keele, has resigned to become manager of Jimmie Crier's

Eddy Duchin's orchestra will play a one-night stand at Natatorium park, Spokane (Wash.). April 9, as the opening attraction of the season.

Jimmie Richards and orchestra (CRA) opened engagement Monday (21) at Atlanta, Bittmore hotel din-ing room. Carol Kent and Moyer Twins—Stan and Gene—are featured vocalists.

Will Osberne opens at Meadow-brook Country Club, Cedar Grove, N. J., April 18.

Ben Pollack replaces Jimmy Grier orchestra on Joe Penner's Sunday night program on CBS early in April.

Count Basie being routed to Texas one-niters for Easter week out of MCA's Cleveland district.

Benny Goodman being set for five weeks of one-niters in the east on exiting the Pennsylvania hotel May 1. Getting \$1,500 guarantee.

CRA has tied up Rodman's Pleasure Beach Casino, Bridgeport, Conn, for the summer. Opens May 18 with unset namer and one weekly there-after.

Four Emperors, cocktailers, open month's stay t Fontenello hotel, Omaha, Neb., March 19.

Denny Moore set for one week at the Athens Club, San Francsico.

Jimmy Richards does four weeks after opening at Atlanta Biltmore hotel, Atlanta, Ga., March 21.

Four Ink Spots open at Levaggi's Grill Room, Boston, April 17 for a

Erskine Hawkins band with Stepin Fetchit play one week at the Para-mount theatre, Nashville, starting April 15.

Reggie Childs opens a week's stay at Capitol theatre, Baltimore, May 6.

### R. I.'s Anti-ASCAP Bill

Providence, March 22.

Measure directed against the American Society of Composers, Authors and Publishers has been in-troduced in the Rhode Island legis-

tra' and Tick Tock Tempo Or-chestra.

Harry Candullo plays for Commo-dore Perry hotel starting March 30

# Inside Stuff-Music

E. B. Marks Co. proposes to make a court issue of its claim to the renewal rights of the compositions by Henry R. Stem (S. R. Henry). Marks contends that it holds these renewal rights and has so notified the Robbins Music Corp., which recently acquired the right to renew copyrights from

Stern.

It Marks' contention that as an employee for years of the Joseph W. Stern publishing firm, which Marks acquired, the compositions in question were written on a weekly stipend. Under the renewal provision of the copyright law publisher may register in his name any work created while the writer was under direct hire.

President Roosevelt took some good-natured ribbing at a recent Washington Press correspondents dinner when Ben Bernie warbled a few of Pat Ballard's salirical lytics razzing the Administration's penchant for dam building. Lines suggested construction of several sample dams at the World's Fair for the benefit of New Yorkers as 'most Federal dams are too dam far away' from eastern optics.

Not mitted in the least, the Chief Exec requested a copy of the specially composed ditty, 'Bonneville, Boulder and Couler, and also asked that all 200 correspondents be provided with same.

Behind Guy Lombardo's decision to introduce the latest tune, 'Cathedral in the Pines,' by Nick Kenny, radio columnist for the N. Y. Mirror, is an item which Alton Cook, radio ed of the N. Y. World-Telegram, wrote for the March issue of Radio Stars. Cook, who conducts the latter gossip column under the label of Arthur Mason, said that Lombardo had always refused to debut a Kenny tune on one of his broadcasts because he feared that the trade would says that he (Lombardo) was doing it so that he could get a paragraph and a line sketch in Konny's column.

Fred Hillebrand wrote a 'Swing Your Lady' title song for the show when Joe Jaurie, Jr., was in it, and Words & Music published it. Warners filmed the play, and also has a title song, written by its own staff. Hillebrand is complaining and may take legal action.

# 15 Best Sheet Music Sellers

(Week ending March 19, 1938).

Ti-Pi-Tin Feist  *Thanks for the Memory Paramount  *Whistle While You Work Berlin	
*Whistle While You Work Berlin Berlin	4
	10
*Heigh-HoBerlin	
Goodnight, AngelBerlin	1
There's a Gold Mine in the Sky Berlin	
I Double Dare You	
*Gypsy Told Me	
*Sweet As a Song	110
Sail Along, Silvery MoonSelect	
•Moon of Manakoora	y .
*Some Day My Prince Will Come AlongBerlin	
Ten Pretty Cirls Crawford	
*On the Sentimental Side	
†I Can Dream, Can't I?	5
<ul> <li>Indicates filmusical song. † Indicates stage production song.</li> <li>The others are pops.</li> </ul>	

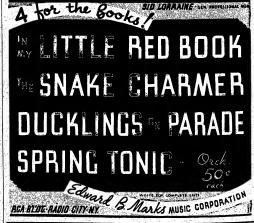
### ASCAP Meet Deferred

ASCAP weet Deterred
Semi-annual meeting of the meinbership of the American Society of
Composers, Authors and Publishers
which had been set for the RitzCarlton hotel, N. Y., March 24, is of
indefinitely.
Postponement is prompted by the
inability of Gene Buck, ASCAP
prez, to attend, because of the serious illness of his son.

### Sammy Kaye's Raised B.O.

Music Corp. of America has a \$10.000 gross on the books for Sammy Kaye during Easter week. Same band could have been bought a year ago for less than \$300 nightly. Dates include five private parties in the east and two promotions at Mecca Temple, Scranton and Ritz ballecom. Bridfenort. Cons. Latter ballecom. Bridfenort. Cons. Latter





## GIRL TRUMPET PLAYER WANTED

Must Take Off and Play Hot INA RAY HUTTON

Park Central Hotel, New York 55th St. and 7th Ave. Also Other Capable Girl Musicians Write with Picture

# PHONOGRAPH 'NETWORK' ADS

# Song Pluggers Peeved by NBC

Contact men around the publishing business think that NBC has a Contact men around the publishing business think that NBC has a distorted idea of what constitutes a reward for good behavior, After weeks of abiding by an agreement with the network not to buttonhole artists away from reception rooms, the professional men have been issued permanent passes which restricts their presence to the second noor of the NBC layout. If they want to talk to an artist that is one of the upper floors the contactees must now send up way of page boys.

Previous arrangement was to issue weekly passes to the publishers'

one of the upper way of page boys.

Previous arrangement was to issue weekly passes to the publishers' men with the understanding that they were to stick to the reception rooms. The contacteers claim that they had conformed with this requirement religiously, and that for NBC to hand them suddenly a ficket which reduces their privileges to the vanishing point and the consider illaying cricket.

# Nazis Inform ASCAP Not to Send Coin To the Austrian Performing Society

Nazi government last week notified the American Society of Composers, Authors and Publishers that it has taken over the Austrian performing rights society, and that no further payments were to be made to the latter organization by ASCAP. Cable, which came from Vienna, as stated that advices as to the future relations between ASCAP and Austrian publishers and writers would be detailed in a forthcoming letter. The Nazi message's opening words The Nazi message's opening words were, 'You are irrevocably instructed

were. You are Irrevocably instructed.

Last annual payment which ASCAP made to the Austrian Society was \$19,000, while ASCAP ceived \$45,000 from that group for the like period. It is believed on this side that the anschluss ideology will be applied to performing rights, with the result that the Austrian Society referred to in the trade as AKM, will be absorbed by STAGMA, the German copyrights combine. ASCAP has not sent any money to STAGMA in years, because the latter always owed more than was coming to it. ASCAP has bever received the difference.

### SELECT. SANTLEY MERGE IF BING CROSBY OKAYS

Select Music, Inc., may be merged with Santly Bros.-Joy, Inc., instead of continuing to operate as a separate organization. Move is now being discussed with Bing Crosby, select stockholder, on the Coast and if it meets with his approval the consolidation will be ratified at a meeting of the Santly Bros.-Joy and Select stockholders.

Through the merger dual costs of operation would be eliminated for the two catalogs in various cities and the Santly heads figure they do better by concentrating on one company's numbers.

### Infringement Trial Opens

Trial of Jack Darrell's suit against the Joe Morris Music Co. over the alleged infringement of his 'Does Anybody Want Little Kewpier' opened before Judge Samuel Mandelbaum in the U. S. district court vectorday (Tuesday). Darrell claime that Morris' hit tune of 1936, 'On the Beach at Ball Ball,' has much in common' melodically with 'Kewpi' which he published in 1928.

Named with Morris 'Balis' Named with 'Balis' Na

of home office representatives.

Edward Montgomery, who handled the Pittsburgh area for ASCAP on a split basis, will go on representing the office in legal matters.

# AL DUBIN TELLS WB 'GRIND'S TOO TOUGH'

Al Dubin resigned Monday (21) as a staff writer for the Warner Bros. studios in Hollywood with the explanation that he was no longer explanation that he was no longer able to stand the grind of turning them out to order. Dubin's withdrawal from picture score writing does not affect the contract which he has with the Music Publishers. Holding Co. WB subsid embracing all its publishing interests. This agreement has until 1940 to go.

In a conversation from Hollywood Dubin told Edwin H. (Buddy) Morris, MPHC gen, mgr., that he found it necessary to conserve his energies much as possible and that the found it necessary to conserve his energies from the most health of the strain of working under studio pressure threatened to completely undernine fills health. Dubin said that he would be willing to do a picture score once in a while and contribute occasional numbers to the Warner catalogs.

Warner meanwhile (camed up Harry Warren. Dubin's writing partner for over eight years, with Johnny Mercer. Warner is also under contract to the MPHC, until 1940, Dubin suffered a severe setback in health. ally his past winter and after undergoing a thorough examination at Johns Hopkins, hospital, Baltmore, he'spent some time in Horida. able to stand the grind of turning

Baltimore, he spent some time in Florida. Dibin was assured by the Baltimore medics that he was not a cardiac case, as he had feared.

### \$392 Claims Vs. W.&M.

Source of the decision in the famous Wilkie-Santly suit in which the court held that proof of similarity was sufficient. Julian T. Abcles is defending the action of the thinking the action.

1. Zahler's Once Around the Clock has been purchased by Professive Pictures for Doris Weston to sing in "Delinquent Parents."

Nick Weister, soloist and violinist with Jimmy Grier's band, will minery high years of the soloist with Jimmy Grier's band, will minery high years of the soloist of the

# COIN OPERATORS

Promoters Weighing Possibilities of Capitalizing on 400,000 Phonograph Installations in Public Places -Several Obstacles Must Be Overcome

### A.F.M. NO LIKE

Several promotional groups are ut to convert the 400,000 to 500,000 coin-operated phonograph machines, spread around this country and Canada, into media for plugging merchandise. These groups would bittid
dance band programs along radio
lines, with name combinations engaged for the recording, and commercial copy interpolated between
numbers. The discs would be given
away free to coi -machine operators.
Organizations interested in financing such projects have been conducting extensive surveys in the
coin-machine, field and have inquired of Harry Fox, gen. mgr. of
the Music Publishers Protective Association, about the music licensing
problems involved. Fox himself, is
studying the prospects of this type
of venture taking up the matter with ada, into media for plugging mer-

### Weber Confirms

Joseph N. Weber, AFM prez, asserted, Monday (21) that he will not permit any AFM members to record phonograph records which contain commercial advertising.

This very angle, he said, is tabooed the licens which the federation proposes to Issue to 'phonograph' d' companies.

his publisher-members. What is, expected to prove the fly in the ointment in so far as the promoters are concerned is the executive board of the American Federation of Musicians, which has frequently expressed itself interested in finding ways to prevent the coin-machine from causing further unemployment among musicians the small towns throughout the country. One of the outflts which intends pursuing the commercialized record idea has already incorporated itself. The name if proposes to go by is

pursuing the commercialized record idea has already incorporated itself. The name if proposes to go by is National Phonograph Network, although the holding company charter which it fobtained a few weeks ago from the secretary's office in Albany, carried the label. Airway-Broadcasting, Inc. Tied up with the latter is the Trans-Electra Corp. with Forest Johnson. listed as executive vice-president of all three enterprises. Idea of the commercial phonograph disc received considerable agitation the middle west four years ago. Walt Glaser, who was once copywriter for Lord & Thomas and also. his own ad agency in Chicago took the thing to the Grand Rapids Musical Instrument Co. and Capchart and after much experimenting it was found that the customers in spots containing coin-operated machine; would not pay, to listen to advertising blurbs. not pay to listen to advertising

Regina, Sask, March 22, Musicians' Mutual Protective ciation has applied to city council here for ban, on user of wickel-in, the-stot radio phonograph machines at

small dances in public halfs.

A move by some addermen to clamp on a heavy license for such instruments failed.

latter dedicated to the Navy.

# COMMERCIALS VIA | Petrillo Incident Embarrasses Weber; AFM May Withdraw Moral Support from Disc Rights Assn.

### 3 Firms Join M.P.P.A.

Three more firms have joined the Music Publishers Protective Association, leaving but a few firms in the popular field that are not represented the tion's membership rolls. Newcomers are Broadway Music Corp. Joe Davis, Inc., and Lincoln Music Corp.

not represented the tools membership rolls.
Newcomers are Broadway Music Corp.

CONSPIRACY

CHARGED BY

CHARGED BY

CHARGED BY

CHARGED BY

CHARGED BY

SAM FOX

SAM FOX

SAM FOX

Sam Fox has brought suit in the N. Y. supreme court for \$1.500.000 against 20th Century-Fox, Loews, line, Robbins Music Corp., Jack Rob. bins and Movietone Music Corp., charging conspiracy and damage to business reputation. Litigation comes as the sequel to 20th Century's transfer of its publishing alliance from the Sam Fox Music Publishing Co. to the MGM-controlled Robbins Music Corp. Since then Robbins in Lurn publishes 20th-Fox times via its affiliated Feist firm! Deal covering the switch was made May. 1836, but didn't become fully effective until last August. In his bill of complaint Fox states three causes of action. First is against Loew's, the Robbins firm and Robbins personally and pleads for \$1,000.001 in damages. Second cause manned 20th Century and Movietone Music and to defendants but Loew's and addition to report the current copyrights expire.

Sam Fox claims that his business, relations with 20th Century were sperformed in good faith and were satisfactory all around up to August, 1935, and the film company would have renewed with him for a period of Ave years following Oct. 1, 1937. if Robbins had not intervened. He accuses Loew and Robbins and the film company would have renewed with him for a period of Ave years following Oct. 1, 1937. if Robbins had not intervened. He accuses Loew and Robbins of using "malicious, fraudulent and deceitful means to cause 20th-160x Film to break its contract with him and to have Robbins supplaint him (Fox). If the contract with 20th Century were performed in good faith and were satisfactory all around up to August, 1935, and the film company would have renewed with him for a period of Ave years following Oct. 1, 1937. if Robbins had not intervened. He accuses Loew and Robbins of using 'malicious, fraudulent and deceitful means to cause 20th-160x Film to break its contract with film and to

claims he created and exclusively developed.

In addition to injuring his reputation as music publisher, the complaint states, the alliance with Robbins, made it hard for Sam Fox to get the proper exploitation for subsequent scores from the 20th Century lot or the Movietone catalog. Fox wants this latter catalog turned back to him. Complaint relates that Fox made his original tieup with the producer in June, 1931, for term of two years, and that on Oct. 1, 1932. 20th Century transferred fall its musical copyrights to Movietone and that the film company and Fox contracted to put all the lots musical material into this catalog for the next five years.

Firm of Root, Clark, Buckner & Ballantine filed the suit in Sam Fox so half, while 20th Century is believed.

Gus Edwards eleffed four numbers for his new radio series. "Talent on Trial." They are "Where Are You Little Boy Blue." There's a Little Bit represented by Dwight, Harris, Koef Heaven in Hawaii, Child of Man, hattan' and "Second to None," the Ribbin, and Robbins by Julian T. latter dedicated to the Navy.

Joseph N. Weber, president of the American Federation of Musicians, was last week placed in the

position of having to assure the three major phonograph companies that they had nothing to fear from relations between James C. Pctrillo, head of the Chicago local, and the Na-

Chicago, March 22.

James C. Petrillo will turn down the offer of the National Association of. Performing Artists to become leader of the organization. The saliary of \$100,000 tempting chough, states Petrillo, but he cannot divorce himself from the Chicago Federation of Musicians.

Fetrillo will not take on anything that, might cause neglect of Musicians Union.

### Musikers Want Theirs

Hollywood, March 22.
Wage claims totaling \$1,680 have for filed against Arnbassador Pietres by 14 musicians, members of the orchestra used in scoring, 'Swing' Il. Thofessor,'
Company is now undergoing.

Torganization under 77-B of the bank-

# Metro Strongly Opposes Return To Old ASCAP Royalty System

Publisher faction of the American Society of Composers, Authors and Publishers last night (Tuesday) went into its general meeting on the question of changing the royalty pay-

into its general meeting on the question of changing the royalty payoff system with the film producer-controlled firms determined to oppose any return to the old method of classification. Advocates of the going back idea are charged with desiring only to reduce the performing rights income of the small publishers.

Metro, particularly, contends that even though it would get a larger slice of the annual plum the return to the old system would create an unhealthy condition for the Society. It reminds the ASCAP board that Metro renewed its membership contract four years ago only after it had been assured that every method of determining a member's rating, including availability, would be put on a mathematical basis. Also that a serious attempt would be made to do away with the need for publishers to sit in judgment of one abother's income from the Society.

Another point raised by Metro was that if, the publishers voted to go back to the old system of classification they would be barred from demanding a better deal for themselves when the matter of signing up with ASCAP for another 10 years comes the sit in the stand that if such barriers are set up this fall. Metro has taken the stand that if such barriers are set up the fall. Metro has taken the stand that if such barriers are set up the influence to continue with the Society at the expiration of its present contract.

Warner. Bros.' attitude is that it wont agree to abandoning the present system unless it can be shown that the old method can be made to work equitably.

### Bob Chester to Milwaukee

Bob Chester to Milwaukee
Detroit, March 22.
Bob Chester's band, which has been playing at Detroit Athletic clubpast two months, leaves this week for a short vacash before opening at Schroeder hotel, Milwaukee.
After Milwaukee date, Chester's boys will sill a New York engagement before leaving for West Coast for summer work.

### Counts the House

Counts the FIOUSE

CBS' musical program checking department has been asked by a couple publishers to give closer scrutiny to the list of tunes submitted by the leader of a band located in a Broadway cabaret. Complaining pubs claim that the bandman uses his Sunday night broadcast to high pressure music men into patronizing the spot.

This leader submits a list of 20 numbers for the evening's broadcast, although he doesn't expect to do more than 12 or 13. Earlier in the evening he takes his stand at the door and with program list in hand checks off the publishing frins which have sent reps to swell the customer attendance. Firms checked in as present get their numbers played, while those missing are checked out as far as the program list concerned.

### **Associated Radio Artists** Loses Identity in Tieup With Charlie Rapp Firm

Associated Radio Artists partly loses its identification via affiliation with Charlie Rapp office last week. Formerly owned by Harry Moss, now with Music Corp. of America, ARA moved into Rapp's quarters in same building to drop its activity in the national band field. With Buddy Lee and Harry Lyons. still remaining, ARA will henceforth operate in the club date field. Lou Strauss, also associated with ARA, dropped out this week when changes were made.

Moss still controls a couple of bands under personal management

were made.

Moss still controls a couple of bands under personal management contracts including Lucky Millinder, Dick Messner. Possibility of their going into MCA was denied by Moss. MCA is expanding the negro band biz.

# Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WJZ and WABC computed for the week from Monday through Sunday (March 14-20). Grand total represents accumulated performances on the two NBC links und CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, '\* denotes film song, 't legit tunes, and 'pop' speaks for itself.

Title Toy ex all ked in Toy of the Memory It's Wonderful More Than Ever Please Be Kind Whistle While You Work Goodnight Angel Sweet As a Song. I See Your Face Before Me. Let's Sail to Dreamland. Always and the With You Every Day. How'd You Like to Love Me? I Double Dare You Dipsy Doodle Sunday in the Park Toy Trumpet There's a Goldmine in the Sky. Romance in the Dark. Somebody's Thinking of You Tonight. His Easier Said Than Done Heigh-Title Ton the Sentimental Side. Old Apple Tree. I Simply Adore You Two Bouquets Rosalie Tone Song In Shade New Apple Tree I Simply Adore You Two Bouquets Rosalie Tone Song In Shade New Apple Tree I I my Little Red Book Moon of Manakoraa Custidered Outside of Paradise. I Love to Whistle Garden of Granada Shenanigans Ten Pretty Girls. Shack in Back of the Hills Jezebel Manas That Moon Is Here Again. Once In a While Hometown You're a Sweetheart A Gypsy Told Me So The One I Love. Serenade to the Stars I Was Doing All Right. I'm the One Who Loves You Oon Boom Low I Hare to Stay. Boy How Words Out of My Heart Mariachie My Heart Is Taking Lessons You Took Words Out of My Heart Mariachie My Heart Is Taking Lessons Now Words Out of My Heart Mariachie My Heart Is Taking Lessons Now Words Out of My Heart Mariachie My Heart Is Taking Lessons Now Wow How Love, Nice Work If You Can Get It. Romance in the Rain	s, and pop speaks	i jor itsetj.	Gran	d Commer	
Title	Publisher	Source	Total	cials	Vocals
Ti-Pi-Tin	.Feist	Pop	35	15	-28 -
You're An Education	Channell	Pop Follies	26	12 6	17
Thanks For The Memory	Paramount	•Big Broadcast	25	9	13 22
It's Wonderful	Robbins	Pop	25	6	16
More Than Ever	. Miller	. Pop	22	4	10
Please Be Kind	. Harm3	Pop	21	5	17.
Goodnight Angel	Berlin	• Radio City Revels	20		12 12
Sweet As a Song	Robbins	*Sally, Irene and Mary	19	4	13
I See Your Face Before Me	.Crawford	. †Between the Devil	18	4	16
Let's Sail to Dreamland	Spier	.Pop	18	. 11	9
Always and Always	Famous	*Mannequin	18	1	7 13
How'd You Like to Love Me?	Famous	*College Swing	17	3	ii
I Double Dare You	Shapiro	Pop	16	4	10
Dipsy Doodle	Lincoln	Pop	16	4	7
Sunday in the Park	Circle	Pens and Needles	16	3	6
There's a Coldmine in the Sky	Berlin	Pop	14	1	3
Romance in the Dark	Paramount	*Romance in the Dark	14	i	4
Somebody's Thinking of You Tonight.	Schuster-Miller	Pop	13	1	10
It's Easier Said Than Done	Olman	.Pop	13	2	9
At a Parfume Counter	Donaldson	*Coca Manana Revue	12		9
I Can Dream, Can't I?	Marlo	tRight This Way	12	3	8
On the Sentimental Side	Select	Dr. Rhythm	12	. 0	8
Old Apple Tree	Witmark	*Swing Your Lady.	11	5	9
Ture Payousts	Shapiro	Pop	11	0	7
Rosalie	Chappell	*Rosalie	11	5	
One Song	Berlin	.*Snow White	10	3	7
In Shade New Apple Tree	Chappell	Hooray for What	10	2	7
In My Little Red Book	Marks	Pop	10	2	6
Just a Simple Melody	Witmark	Script Girl	10	î	5
Goodnight Sweet Dreams	Shapiro	Pop	10	Õ	3
Bewildered	. Miller	Pop	9	2	9
Outside of Paradise	Select	Outside of Paradise	9	2	. Z
Garden of Granada	Southern	Pon	ě	ā	6
Shenanigans	Select	*Outside of Paradise.	9	- 6	5
Ten Pretty Girls	.Crawford	.Pop	. 9	4	5
Shack in Back of the Hills	Morris	Pop	9	1	
Mama That Moon Is Here Again	Paramount	*Rig Broadrast	ă	5	4
Taboo	Southern	Pop	9	ĩ	i i
Once In a While	Miller	· Ouce In a While	8	0	6
Hometown	Crawford	Pop	8	0	
A Cypey Told Mo So	Crawford	*Hanny Landing	- 8	2	1000
The One I Love	Feist	*Everybody Sing	8	2	4
Serenade to the Stars	Robbins	*Mad About Music	7	10.1	5
I Was Doing All Right	Chappell	.•Goldwyn Follies	7.	2	1 100
Onh Boom	Santly-Joy	Pon	. 6	3	
Love Is Here to Stay	Chappell	*Goldwyn Follies	6	0	5
Bob White	Remick	.Pop	6	0	. 5
Gypsy in My Soul	, Words-Music	TEITY-Fifty	6	3	100
Sweet Someone	Feist	*Love and Hisses	6	1 5.00	St. 1
Loch Lomond	Robbins	Pop	6	ī	3
Don't Be That Way	Robbins	Pop	6	1.	2
Coffee and Kisses	Paramount	. Her Jungle Love	6	0	2
Mariachie	Feist	•Girl of Golden West	6	- AT 1	1
My Heart Is Taking Lessons	Select	Dr. Rhythin	. 5	1	4
You Couldn't Be Cuter	Chappell	. Joy of Living	. 5	1	3
True Confession	Channell	. True Confession	5	1	3
Tonight We Love	Famous	• Romance in the Dark	. 3	0	3
Nice Work If You Can Get It	Chappell	*Danisel in Distress	. 5	1	2
Romance in the Rain	Red Star	Harlem on the Prairie	. 5	1	0
Big Dipper	Lincoln	.Pop	5	0	0

### Music Notes

Frank Loesser turned out 'I Like a Hump-Backed Salmon,' which Fuzzy Knight will warble in Paramount's 'Spawn of the North.'

Ann Ronell authored four song lyrics to music by Kurt Weil for Walter Wanger's picture, 'The Ad-

Lloyd Snyder has chucked his baton-waving to join the sales force of a beer distrib in San Antonio.

Irving Berlin Co. has taken for publication the themer Harry Sos-nik wrote for the Tyrone Power and series. Jack Meskill supplied the lyrics. Number catalogued as 'When Summer Comes Again.'

Frederick Hollander and Ralph Freed turned in 'You Leave Me Breathless,' which Fred MacMurray will sing in Paramount's 'Cocoanut Grove.'

Ralph Rainger and Leo Robin turned in the score for Paramount's 'Paris Honeymoon' and are now working on tunes for 'Artists and Models of 1938.'

Max Steiner writing the score for Warners' 'Crime School.'

Sigmund Romberg and Gus Kahn set to write the music and tyrics for Balalaika, which Lawrence Wein-garten produces for Metro.

Campbell-Connelly, London Campbell-Connelly, London pub-lishing firm, has turned over the American rights of Sid Phillips lat-est instrumental novelties, 'Palais de

Raymond Scott sold his ditty, 'Siberian Sleighride,' to 20th-Fox.

Danse and Messenger from Mars, to Universal's next Deanna Durbin picture, That Certain Age, and are now at work on other songs for the production.

Jimmy McHugh and Harold Adam-completed the title number for months at Famous Door, Hollywood.

RADIO CITY REVELS The Greates Score in Years GOODNIGHT, 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

HEIGH-HO! (The Dwarfs' Marching Song) SOME DAY MY PRINCE WILL COME WITH A SMILE AND A SONG WHISTLE WHILE YOU WORK

THE SILLY SONG (THE DWARFS' YODEL SONG) BLUDDLE-UDDLE-UM-DUM (The Dwarfs' Washing Song)

The "Home on the Range" of This Generation THERE'S A GOLD MINE IN THE SKY

HARRY LINK, Gen. Prof. Mgr. IRVING BERLIN, Inc., 799 Seventh Ave.



# Joseph E. Howard, 74 and Active, Has A Show Biz Philosophy of His Own

Songwriters may come and song-writers may go, but Joseph E. How-ard goes on forever. Once called 'the George M. Cohan of Chicago,' How-ard wrote his first song hit, 'Hello,' Ma Baby', in 1902. Today, he's just iaken his latest musical effort from the presses, 'Meet Me at the New York World's Fair.'

"Hello, Ma Baby' was followed by such money makers as 'I Wonder Who's Kissing Her. Now, 'Honey-moon Trail,' 'Good-Bye, My Lady-Love' and nearly 500 others. How-try the state of the second of the sales of George M. Cohan's simul-taneous 'I Guess I'll Have to Tele-graph My Baby'.

Most of Howard's contemporaries are now parked in-obscure rooming

graph My Baby:
Most of Howard's contemporales are now parked in obscure rooming houses of (weather permitting) standing in front of the Bond Building, N. Y. telling younger thespians how they wowed 'em in the old days. Not Howard. Trim, erect and looking a good 15 years younger than his 74 years, Howard nightly regales patrons at Bill's Gay Ninetes (N. Y.) with the Howard strut and the now famous Joe Howard songs.

ties (N. Y.) with the Howard strut and the now famous Joe Howard songs.

Instead of looking for a quiet chimney corner, suitable for remin-scing, he is making records, writing songs and conducting a publishing

business.
Of the songwriters who started out together in 'Hello, Ma Baby' days. Howard is the sole remaining member actively engaged in writing and publishing. And he is justly proud ber actively engaged in writing and publishing. And he is justly proud of having beaten the marrying De Wolf Hopper's altar record. Seven wives have shared his colorful career, the first six stage favorites and the last, just to be different, a bank cashier. Intends to go on writing and singing songs, but believes he's through marrying. Says he is very happy with the former Mary Ramo, who is 29. They've been married eight years and Howard is the exceedingly proud papa of a seven-year-old son-first child of the seven marriages.

year-old soil marriages.

The first two Mrs. Howards were Ida Emerson and Mabel Barrison-stage stars of the day. He has a little difficulty recalling all of the ex-Mrs. H's, but with a little condentration can name them in proper

Past Glories and the Future

Past Glorles and the Future
Remembers much more easily the
glamorous stage names who got their
start under the Howard banner. In
his various musical shows and flash
vaudeville acts have appeared Emma
Carus, Trixie Friganza, Gaby Delys,
Alex Carr, Al Shean, Sopie Tucker—
(Continued on page 59)

### READE BOOKS VAUDE FOR HIS N. J. THEATRES

Walter Reade is taking a nibble at vaudeville for coming summer season as possible bolsterer for his second string New Jersey houses. Openier is Jerry Livingston's band, with male and femme vocalists at the Community, Tom's River. Bowet there March 19 for one day, Band current at Laurel-in-Pines, Lakewood, will double into house. House is booked for two shows each of next four Saturdays, mathand evening. Grind films to run, too.

Also getting vaude is St. James. Walter Reade is taking a nibble at

run, too.

Also getting vaude is St. James.
Asbury Park. Reade plans full
week vaude there to boast house's
films. Paramount there is tops
Reade's house.

### Mae West's \$32,000

Columbus, March 22, Mae West's \$32,000 for seven days mashed all existing records at Pal-sec theatre. Take was for 37 shows. Her share \$16,000, the deal being an even split from the first dollar.

### Spokane Drops Vaude

Spokane, March 22.
After 27 weeks of five vaudeville.
Bets and two first-run features, the
Post Street theatre has dropped the
flesh shows. Acts were booked flesh shows. Acts were booked through Bert Levey circuit and

Diayed week stands.

Management declares vaudeville elimination is for spring and summer months only. Prices cut, fourth theatre here to do so in month.

### Dance Racket

Philadelphia, March 22.
New racket being worked on nitery operators by couple of smooth lads here. Guys pose as reps of organization sponsoring a dance with a big name band. They tell the night spot proprietor they're aiming to tose prietor they're aiming to toss a shindig after the dance and say that his joint might be se-lected.

lected.

Then they hint that hotchery owner buy a few dance tickets. If ducats used he discovers the organization is phoney, the place where the terp sesh is to be held knows nothing about it and the big name band is playing in Squeedunk.

# **U. S. ACTS GIVEN** RUNAROUND **IN EUROPE**

London March 16 London, March 16.

American acts booking out of theway European spots, with agents of
doubtful reputation, or even direct
with the house-managements, should
be wary of signing contracts before
ascertaining how, when and where
the money will be paid. Otherwise
they are asking for trouble with no
redress.

The Duffins were booked to play The Duffins were booked to play Ronascher Theatre, Vienna, by Gyimes, the local boss of the house. After several postponements, it was finally agreed they come over. Then the thing became hot and cold alternately, from Feb. 19, while playing Budapest. Finally, two days before opening, the management called it off. With such short notice, it was impossible for the act to fill in the month.

### **MOVE TO HALT VIENNA** ACT'S SAILING BACK

Music Corp. of America is bring-ing plenty of pressure to bear to forestall the forced return of the Viennese Queens of Hearts trouge to Vienna this week. Because of expired visa, femme sextet, all Viennese, numbering two Jewish and four Catholic girls, are due to sail back soon.

sail back spon.

Girls had been appearing at the Edgewater Beach hotel, Chicago Edgewater Beach hotel, Chicago, when their permit expired this week. Since that time women's orgs, Catholic groups and management of the hotels have been trying to get a respite. Company is due in from Chicago Friday (25) and skedded to sail March 30, Meanwhile all wires are being worked to keep them here, with Chicago newspapers also stepping into picture.

### Harry Richman Set For Ciro's, London, April 25

London, March 16.

Harry, Richman talked to Jack
Harris long distance from Miami to
make final arrangements for his
opening at Ciro's club. New deal
calls for si days at the club, for
which Richman gets \$2,500 per week.
But he has to work on Sundays at
the Hotel de Paris, Bray, on percentage. Owners take 60% of the
intake, with Harris and Richman
splitting 50-50 of the other 40%.
Deal is for month, opening
April 25, with several fortnightly
options after the first stanza.

### Ingenues in Nashville

Hollywood Ingenies, all-girl band of 47, booked into the Princess, Nashville for week of April 17, and the Orpheum, Memphis, following

stanza.

Orchestra, which recently returned to the U. Sc. after a tour abroad, is looking for a new stick-swisher, Janice Walker, who formerly baloned, having left.

### Kert, Det. Cafe Op. Faces Sentence for Gambling

Detroit, March 22. Sam Kert, operator of the Club Continental, closed several months ago by state rum board following charges of gambling, will be sentenced tomorrow (23) on charge of violating gambling laws, Kert

or violating gambing laws, Kert pleaded, guilty last week before Judge Donald Van Zile.

Kert was arrested on a warrant which also named Myrtle Lairore, an employee of the nitery. Charges, however, against Miss Lairore were dismissed.

# **BINGO CANNOT REPLACE VAUDE**

Philadelphia, March 22 Bingo, bango, banko, and even free Wassermann tests on the stage, can't compete with flesh shows, Harry Slatko, operator of Nixon's Grand theatre here, has learned conclusively. Following vaude banishment at the house couple of months ago. he experimented with games six nights week, in addition to the syphilis tests. But trade steadily nights diminished.

After shuttering for two weeks, house reopened Friday (18) with Willy Bryant band to find good trade As a result, bookings for next two As a result, bookings for next two months include Louis. Armstrong, Lucky Millinder, Claude Hopkins, Jimmy Lunceford, Chick Webb, Bill Robinson and Ethel Waters, Games will be continued two nights a week. Will use first-run indie pictures and line of 16 sepia gals.

### **Vauders Credited** For Orange Show's **Record \$80,000 Take**

San Bernardino, March 22, Annual orange show is expected to gross around \$80,000 on 11 days, preaking all existing attendance records. Name picture and radio guests are given most of the credit for the

Gross on opening day hit \$9,000, with second day (Friday) going over

\$10,000. Understood Fanction & Marco is in Understood a anchon & warco is in for 40%, for furnishing three bands, 12 vaude acts and pic and radio per-sonals. Loud-squawk went up when it got around the guests stars would not be paid. However, new contracts were drawn up and everyone gets coin.

Gene Autry in guest spot Satur-day, but since his pictures not ex-hibited here, citrus show taking chances on his draw.

Hollywood Symphony of Loveli-ness, 30-girl orchestra, including the Six Singing Strings from radio, pro-Six Singing Strings from radio, provided the music for the curtain-raiser, with Joe E. Brown heading a variety bill made up of Reg Rogiers, Three Winton Bross, Variety Four and Hudson and Hudson. Andy De-vine held the vaude spotlight the second day, with Dick Powell mov-ing in on the 19th, and Hugh Herbert on the 20th. the 20th.

on the 20th.

Jimmy Grier's orchestra replaced
the Hollywood femmes yesterday
(21), set to hold over until Thursday (24), when Gus Arnhelm moves
in for the final three days. Dorothy in tor, the mai three days, Borothy Lamour, held the spotlight for one day, followed: by Kenny Baker, Frances Langford, ZaSu Pitts, Connie Boswell, Gene Autry and Leo Carrillo. Acts with Miss Lamour for March, 21-24 are Larry Collins, Esther: Campbell, Gasca Trio and Julie Gibson. Julie Gibson

For the last three days the show has scheduled Evelyn Farney, Zelma Allen, Alvira Bros, and Three Mon-tana Cowgirls. Cliff Nazarro is m.c.

### Skelton-Light Unit

New unit being assembled, which will feature Red Skelton and Enoch Light's corchestra. Title not yet selected, but show has been booked for one week at Loew's Montreal, opening April 15.

Li of girls and now has been booked for one week at Loew's Montreal, opening April 15.

ing April 15.
Li of girls and specialty acts
now being set. Tom Kennedy, Skelten's manager, producing.

# International Casino, Most Lavish B'way Spot, Follows French Casino. Hollywood and Paradise Into-77B

### Bob Christenberry In

Robert K. Christenberry, v.p. and general manager of the Rotel Astor, on Times Square, directly opposite the International Casino, comes in this week as a trouble-shooter. He will be in business charge, with special eye to efficiency and economy, during the International's, 77b reorg, This is in addition to Christenberry's regular duties with the berry's regular duties with the Hotel Astor.

It's considered mutually ad-

It's considered mutually advantageous to perpetuate interest in the LC part of Christenberry's pet bring-back-Broadway ideas.
The appointment of a hotel executive into a nitery parallels what Billy Rose did, when he took Richard E. Daley away from the Hitz hotels and made, him g.m. of the Casa Manana.
Daley came from the Belmont Plaza hotel, N. Y.

# PENN OK'S JOINT **LICENSE TO 4 BOOKERS**

Philadelphia, March 22. Plea of four bookers here for permish to operate under one agent's license was granted at a hearing last Wednesday (16) by Dewey Coates chief of licensing in the State Department of Labor and Industry Coates stipulated, however, that all bookings must be made under one firm name.

Agents are Jere Shaw, George Young and Klinger and Mack, Hearing was called after other agents protested what they charged was unfair evasion of the \$100 license rap. Merger of Contractors Assn, which long fought licensing, and Licensed Bookers. Assn, a skedded for last Wednesday, has been postponed until next week due to failure of some contractors to get licenses, as agreed. Practically all now have certifs to do biz.

do biz.

Leading members of newly combined organization had luncheon with Coates last week and promised full cooperation in carrying out new operation in carrying out new

### 160 DET. NITERIES FACE LOSS OF LIQUOR OKAYS

Detroit, March 22. State rum board last week reco ended that 160 local niteries be ied liquor license renewals

mended that we nied liquor license tenemal May I.

Of the group, 141 were disapproved of because of several previous appearances before the board on "load violations. Remainder turned failure to conform but alleged violations. Remainder turned down because of failure to conform to sanitary and building codes, but bans on latter will be withdrawn. police said, if pro er improvements are made before May 1.

### Steel Pier, A. C., Books **Big Easter Vaude Show**

Steel Pier, Atlantic City, will again this year have a big show in for the Easter weekend (April 16, 17). Ed-

Easter weekend (April 16, 17). Ed-die Sherman booking.
Gene Krupa's newly assembled band will make its first public ap-pearance, then. Also set are the bands of Ina Ray Hutton and Kay Kyser. Lineup topped by Belle Baker.

International Casino, Broadway, newest and most luxurious nitery, the latest New York spot to find itself, in a hole financially. The Casino's operating outfit the BM.O. Corp., on Monday (21) filed a voluntary petition in Federal Court, N.Y., for permission to reorganize its afters under 77B of the bankrupty act. The move was taken after a meeting earlier in the day of the board of directors. At the same time, loe Moss, who formerly operated by Louis Joe Moss, who for the permission of the move president of the new poration and was succeeded by Louis J. Brecker, who signed the petition. George Olsen, the band leador; secretary of BM.O. whose initials represent those three principals: Moss, otherwise, stays on as a partner and greeter.

The petition lists the corporation's assets at \$652,938 and liabilities at \$417,049, and blames the difficulties to having gone in too deep at the sign six months ago, when according to the pleat to reorg, \$700,000 was invested in remodelling and furnishing the huge plant which takes in most of the Broadway block from 347 to 44th street, including the entire upper floor of the Woodway to the elaborate furnishings of the place. The liabilities are the debts owed to trades people who, according to the corporation, is lack of each to meet the current expenses. The comparation is sent the services of the corporation, is lack of each to meet the current expenses. The comparation is sent to the services the trouble, according to the corporation, is lack of each to meet the current expenses. The corporation issued the following statement after filing the petition:

petition:

Despite the biggest gross receipts in the history of night clubs which resulted in large operating profits, the International finds tisself in financial difficulties, due to the terrific amortization charges incurred in equipping the lavish enterprise. The cost of these improvements was in excess of \$700,000, which the corporation found it difficult to liquidate.

date."
\$1,300,000 Gross in Six Months
The petition states that while the
enormous business of \$1,300,000 was,
done during the first six months, the
take during the last two weeks has
fallen off due to the Lenten season.
The petition sets forth the hope
(as did the Hollywood and the Para-

dise which have found themselves in the red) that with the advent of the World's Fair its annual profit (Continued on page 63)

### **ASCAP SUES 2 CAFE OPS** IN SONG INFRINGEMENTS

St. Louis, March 22.

Suits charging infringement of copyright laws, by two Illinois niter-

copyright laws, by two Illinois niteries near here, were filed in the federal court. East St. Louis, last week by counsel for Gene Bluck, president of American Society of Composers, Authors and Publishers.
One suit, against George Spencer, operator of a Mattoon nitery, charged he intringed copyrights by allowing the tunes Rosaile' and Moon Gets in My. Eyes' to be played in his place without getting permission. The other, against Peter Perona, operator of Pete's Stables, Westville, charged infringements on Wabash Blues' and You Can't Stop Me From Dreaming. Me From Dreaming.

### MCA and Int'l Casino

Reorganization of the International

Reorganization of the International Casino will affect booking arrang ments of Music Corp. of America talent in present show, says MCA.

Under the 71B reorg law, labor the first to be paid. Setup automatically cariesly existing contrast, with MCA but understanding with MCA calls for new ticket of same character.

### Palestinian Combo

Meikeljohn with MCA

Hollywood, March 22,
William Meikeljohn, who formerly
partnered with Bern Bernard in a
laelnt agency here, has joined Music
Corporation.
He will handle clients for pictures.

# Nitery Reviews

### LA CONGA, N. Y.

It's like the ole days at the Conga. ith Enric Madriquera, the new hand. Tie-in is a natural. Bands like Madriguera, Gasparre, Pancho

like Madriguera, Gasparre, Pancho or Panchito (latter-lured away to Hollywood recently) are made to order for this spot. Combined with the band is the fact that the couvert is off and the \$2.50 and \$3.50 minimum scale resumed. When George Olsen had fairly nice run here, it a name bandman insisted on a \$2 couvert, because of his overhead, and while he slarted off briskly, it eased off former bix, etc., but the Conga is easentially a late hoofery, riding the crest of the current rhumba-tango.

### Bell's Hawaiian Follies

-Pulace, Cleveland -Weller, Zancaville, Ohlo--Weller, Zancaville, Ohlo--La Porte, La Porte, Ind. -La Porte, La Porte, Ind.

Mgt. BOB HICKS PAGE S14-21st Avenue ALTOONA, PA.

### ALWAYS WORKING

### **'WHITEY' ROBERTS**

23, State T., Winston-Salem, 24, Carolina T., Durham, N.S 25-26, Carolina T., Columbia, Mar. 30, Carolina T., Spartauburg, S.C. Mar. 31, Carolina T., Greenville, S.C.

JACK HYLTON

PICCADILLY, LONDON, ENG.

rogue. Which means that the dansapation must be the Latin McCoy, or ise.

The Bobby Martyn-Miguel Roldan-Oscar Roche management is putting in a cooling plant, and Maraschino at the door must again be a diptomatin handling the mobs. The cooling plant is door must again be a diptomating to ease the product of the cooling the mobility of the cooling the mobility of the cooling the mobility of the cooling the most colorful spots of the town.

Abet.

### HOTEL NEW YORKER

Jimmy Dorsey Orch, Bob Eberle, June Richmond Ross McLean, Charles Uksila; Roberts & Farley, Alfred Trenkler, Ronald Roberts, Bobbie Dorce, May Judels, DuReine Farley, DeLories Ziegfeld.

Continued success of the Hotel New Yorker's ice show reminds of Norval Baptie and Gladys Lamb, rink vets, who were among the first to star in the ice floor shows for the Ralph Hitz hotels. More news-worthy, however, that Bapti -Ralph Hitz hotels. More news-worthy, however, that Bapti-Lamb were accorded the fate of most ploneers—the subsequent genera-tions cashed they did, themselves, the subsequent trail-blating that they did, themselves, and the subsequent to the grant that the subsequent to the grant that the subsequent to the grant that the subsequent to the policy of the subsequent to the voker's Terrace Room and also in other spots of the National Hotel Corp.

Yorker's Terrace Room and also incher spots of the National Hotel Content of the type now at this spot stems chiefly from longago pioneering, given the impetus, of course, by the recent growth of hockey, the Sonja Henie vogue, etc. This show is really a cabaret revue on runners. They do more acrostics, dancing, comedy and big appleing on the Roades with a legit mate skatality when a legit mate skately when a legit and the states that the states that the states with a legit mate shally when the entire compared to the states when the entire the states with a material dependent of billing for a very comely femme trio, opens with regulation figure and ballet skating. Kids are all lookers. Then Charles Uksila with a masterful demonstration of figure skating. Later, Uksila and

### Nightmare

Fanchon, & Marco had several Fanchon. & Marco had several of its New York office staff up early last Wed. (16) to meet. Buster Crabbe, who arrived at the r. station at 7:30 am. Actor was sent east by agency's Coast office for vaude per-

Over the weekend F & M.'s New York office asked the Hollywood office to route future oncoming performers they would not arrive in the 'middle of the night.'

Vida rhumba, chiefly distinguished by their clever Cuban costuming. Roberts and Farley do acro-skating, girl also impressing with her comeliness. The putch ritude audition goes after the property of the pro

impresses with his skill and extreme youth.

Comedy is foreible supplied by Alfrec Trenkler, clown-wigged thus the supplied by Alfrec Trenkler, clown-wigged thus the supplied by Alfrec Trenkler, clown-wigged thus his fine sense of showmanship. Bobie Doree DuReine Farley, May Judels and DeLories Ziegfeld are the others individually billed, combining for the big apple finale.

Jimmy Dorsey is the new band and getting plenty of hoof appeal. Tommy of the trombone and Jimmy of the reeds gives the Dorsey clantwo swing virtuosi. Bob Eberle, per sonable barytone, who also does a lil truckin are the vostrum specialists. Ross. McLean m.'s the ice revue. Rockwell-O'Keefe get billing for staging and booking the entire show. Abet

### COTTON CLUB, N. Y.

Duke Ellington orch, Socarras orch, Will Vodern's Jubileers (12), Mae Johnson, Four Sten-Brothers, Aland & Anise, Peters Sisters (3), Pea-Ley Bates, Chocolateers (3), Aida Ward, Billy Maples.

With old favorites and a couple of sprightly new additions, plus Duke

With old favorites and a couple of sprightly new additions, plus Duke Ellington's ovchestra. Fourth edition of the 'Cotton Club Parade' on Broadway has sufficient popular appeal to put it in a class with process of the cotton Club Parade' on Broadway has sufficient popular appeal to put it in a class with process of the cotton of the co

chestras blend copious and vivid entertamment.

Lettamment and copious and vivid entertamment and copious and vivid entertamment and copious and vivid entertamment and copious and copious and copious and copious and contributes likely musical score,
with lyries by Henry Nemo and Irving Mills. Versatile lot includes
Doing the Skrontch, 'Swing Time in
Honoiulu,' Tim Slapping The Avenue
With the Sole of My Shoe and 'A
Lesson in C. First two loom as
best bets.
Standouls are Bates, Peters Sisters
and the Chocolateers, latter with
slap-happy peckin' and youstabout
routine. Bates' dencing is familiar
to vande and night clubs but in this
show he leads the 'Slapping The Avenuc ensemble and figures in another
united plonty.

Mae Johnson really slaps 'em down
with her warbling and gyrations in
'A Lesson. C' but her specialty
about the wicked Sade doesn't cash
in fully.

Production is good. Costumes han-

about the wicked Sadie doesn't cash about the wicked Sadie doesn't cash in tilly uction is gnod. Costumes handed operations and the sadie of the sad

### Rockwell-N.T.G. Deal

Chicago, March 22. Tommy Rockwell, of Rockwellon possible renewal of Nils T. Granlund appearance in the Casino-of the Congress hotel. Deal being dis-

Congress hotel. Deal being discussed calls for flat \$1.000 stor N.T.C., with hotel to pay cost of show, which would have a minimum of 20 people. N. T. G. now playing the room on a minimum guarantee and percentage; and has established records in the two weeks he has been hore. Current deal will hold to April 14. Then heading east to pick up some previously set theatre dates.

### Saranac Lake

(While Happy Benway ails, Har-old Wilkins is pinch-hitting. Mugg Benway doing okay). Bobby Hatz, ex-N.V.A.-ite, vacash-ing at Scarsdale, N. Y., as guest of Frisco DeVerc.

Al. (Warner Bros.) Boerner, Chi-cago, who has ozoned at the Will Rogers, leaves o.k.

Rogers, leaves o.k.

Special thanks to Dr. Karl Fischel, Dr. John R. Murphy. Mr. and Mrs. Mark Carson, Sonny Foster Johnny, Grimes, Phoebe Gregory, Ben Talbert, Eddie Vogt, Hank Hearn, Roy Nunley, Ford Raymond, Chayles Kingman, Ralph Stringham for their interest in Benway's siege.

Brian Tracy (Will Rogers) New Yorking on leave, Boy did a wonderprogress.

Joan Elton, who was at the French hospital, N. Y., is back at the Will Rogers. Getting along fine.

Little 'Big' Brother of Sylvia Ab-bott confributed special stationery to every patient of the Actors' Colony. Them's the things that help.

Mae Eskins back from Miami

Herman (Warner Bros.) LeVine here ogling the Will Rogers.

nere oging the will Rogers.
Uncle of Mabel (Will Rogers)
French passed away.
Jeanne LaFaun very ill in a New
York hospital.
Betty Huntington, supporting extra

Betty Huntington, supporting extra poundage, doing walking. Dr. Edgar Mayer back to his New York office after Coast vacash. Dave Mavity, ex. N.V.A.-ite, now, a successful manager of a leading White Plains, N. Y. show shop. Write to those you know in Saranac and elsewhere who are ill.

### SHEP FIELDS RUSHED TO INDPLS. HOSPITAL

Chicago, March 22.

Shep Fields taken off stage of the Lyric theatre, Indianapolis vaud-filmer, Monday (21) and rushed to

hospital for appendectomy.

Stage-show and Fields' orch finish-Stage-show and Fields orch finishing out rest, of weekly engagement without band leader. Dates for the orch in theatres in Cincinnati, Akron, Youngstown, Pittsburgh and Philadelphia have been cancelled.

### Vaude Horse Dies

Detroit March 22

Detroit, March 22.
Queen, one of three horses used.
George Hanneford's bareback riding
act, dropped dead in the ring at close
of afternoon turn last Wednesday
(16) on Michigan theatre stage here.
Hanneford groomed Queen's two
companions to afternate in her place
until another animal could be
brought from Glen Falls, N. Y. Act
finished out week with two horses.

FRANK ARTHUR CARTER and BOWIE

Sensational Piano Duo

Now Appearing Nightly at the PALM-BEACH-BAR of BILLY ROSE

CASA MANANA NEW YORK

### CLARK DENNIS

NOW APPEARING AT CHEZ PAREE, CHICAGO Mgt. NBC

BACK HOME AGAIN

**DOLLY KAY** 

ROYALE FROLICS, CHICAGO

The THEATRE of the STARS EW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK Bryant 9-7800

SIDNEY H. PIERMONT BOOKING MANAGES

### WANTED! TWO RIDERS FOR WALL OF DEATH

WITH MOTORCYCLES AND CAR FOR FIVE MONTHS' ENGAGEMENT

at the Big Exhibition in Oslo, Commencing May 1st WITH PICTURES, TO:

HANS LUND, HOTEL PLAZA, OSLO, NORWAY

# DAVE APOLLON

Now on Tour with His

# "Varieties of 1938"

Oct. 21, 1937—Paramount, New Haven, Conn.

Oct. 29, 1937—Paramount, Springfield, Mass.

Nov. 4, 1937—Metropolitan, Boston, Mass. Nov. 11, 1937—State, New York City

Nov. 18, 1937—State, Hartford, Con Nov. 26, 1937—Capitol, Washington, D. C.

Dec. 3, 1937-Loews, Richmond, Va.

Dec. 10, 1937—Loews, Norfolk, Va.

-Travel Dec. 17, 1937-

Dec. 25, 1937—Orpheum, Memphis, Tenn.

lan.

1, 1938 — Metropolitan, Houston, Texas 8; 1938 — Majesfic, Dallas, Texas 15, 1938 — Worth, Ft. Worth, Texas 19, 1938 — Paramount, Austin, Texas Jan. 19, 1938.

22, 1938 Majestic, San Antonio, Texas Ian.

Jan. 29, 1938—Travel 4. 1938--Mainstreet, Kansas City, Mo.

Feb. Feb. 11, 1938 Lyric, Indianapolis, Ind.

Feb. 18, 1938—Michigan, Detroit, Mich. Feb. 25, 1938—Palace, Cleveland, Ohio

Mar. 4, 1938—Palace, Akron, Ohio Mar. 8, 1938—Palace, Youngstown, Ohio Mar. 12, 1938—Fairbanks, Springfield, Ohio

Mar. 18, 1938—Shubert, Cincinnati, Ohio Mar. 25, 1938—Palace, Ft. Wayne, Ind. Apr. 1, 1938—Riverside, Milwaukee, Wis.

In Preparation for 1938-1939 Season

With One of the Biggest Shows Ever Presented on Stage or Nite Club

Management, BERNARD BURKE, RKO Building. New York

# MAURICEANDCORDO

INTERNATIONALLY ACCLAIMED DANCERS EMPIRE ROOM-PALMER HOUSE, CHICAGO

### NEW ACTS

LARRY (BUSTER) CRABBE (1)

LARRY (BUSTER) CRABBE (I)
Songs, Gemedy
Songs, Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Gemedy
Songs, Songs, Gemedy
Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Songs, Gemedy
Songs, Songs, Gemedy
Songs, Songs, Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Songs, Songs, Gemedy
Songs, Gemedy
Songs, Songs, Songs, Songs, Songs, Songs, Gemedy
Songs, Gemedy
Songs, Song

PETERS SISTERS (3) Singing, Dancing

Singins Sisters, Signature Sisters, Singins Sisters, Sidentified for their work in 20th-Fox filmusicals and on radio, are comparatively well known in Southern California, but strangers to the east. Three colored femmes, weighing more than 600 nounds in toto, fit easily into night soot scene, with stress on their warbling. Possible of the southern stress on their warbling, Possible of the comparation of the co

FREDERICKS AND PARKER.
Singing, Comedy
12 Mins.; One
Folly, Brooklyn, N. Y.
If the male of this mixed duet
used a little less makeup and decreased his poundage, act would not
only look better but get further.
Big blond guy is too hefty next to
shapely, rednead fenner for any
turn with an twist, even
yodelers.

turn with an twist even yidelers. To deuce, and a likely spot, pair harmonize pop 'You're a Sweetheart' with ever pop 'Sweetheart' willed pool to be pop 'Sweetheart' willed pool to be pop 'Sweetheart' will be sweetheart' will be sweetheart will be swee

DON CARTHAY AND BERGERE SISTERS (2)
Dancing, Singing
13 Mins; Three
Folly, Brooklyn, N. Y.
Although well dressed and routined, Don Carthay and Bergere Sisters, mixed trio of two tall, good-looking girls and man, are too tough for mabe vaude. There's too much precision and not enough showman-ship for the smaller houses. Waltzy, classy stuff interesting to aesthetic tastes and might go in better niteries with plenty of space, which outfit needs.

with plenty of space, which quunieeds,
Use the stage to fullest advantage in combo tango—water routines.
Cleverly conceived and deftly executed. While girls change Carthay sings. Latter no better than a stage wait for dancing with eigries by trio. All do repeated circle disappearing trick. Prior to Two Clearets in Dark, builder-upner, Carthay also sings (Cuban Cabbie, Soinding no better than a hackie's yell. Sisters then return for a good duct. Hurl.

Menallie Sisters (4)
Singing, Daneing
7 Mins.
Paradise, N. Y.
Halling from the middle west, repletedly lowa; the Menallie Sisters
potenty lowa; the Menallie Sisters
for floors and varies, appearing good, for floors and varies, appearing good
for floors and varies, appearing good
well and dance effectively, latter
principally along classical lines. They
have an arrangement of Japanese
Sandman' that sounds good. One
figures in some neal acorbatic dancing. Char.

LIBERTO and OWENS

FOUR GRAND QUARTER
Singing
8 Mins.
Paradise, N. Y.
A nice-looking foursome, the men
making up the Four Grand Quartet
are also good singers, possessing
voices that can handle operetta music
as well as pop numbers. Good bet
In addition to harmonizing together, each solos in a routine, specially arranged, that impresses,
Char.

BARBARA PARKS

PARBARA PARKS
Singing:
6 Mins.
Fraidate, N. Y.
Fraidate, Parks, who's built pretty
high and affects a somewhat different manner of selling songs, effectively merchandises rwing as well as
ballads, backed by an enriching personality.
Diction side of the property of the propart of the property of the property of the promore were the ortestra accompaniment held down a little more than
here.

Char.

### • 15 YEARS AGO • (From Variety and Clipper)

Paula Edwards, former musical comedy star, tried out an act in Yonkers. Not much to the turn.

Will Mahoney and Victor Moore latest to double up, Mahoney invad-ing Moore's act. Had done the same the week previous at the Colonial. Helped the laughs, though Moore did not need help.

Mrs. Rudolph Valentino (Jean Acker) back at the Palace. Her first appearance lasted only one show. This time it looked as though she would make the week.

Dave Apollon at the Colonial with a couple of mandolin players. Did a nifty solo himself.

First National abandoned its exploitation staff. Dropped 38 men and figured to save \$600,000 yearly.

Los Angeles after a bootlegging ring. Several top picture people said to be involved. No arrests and only one picture name cited.

Julia Arthur doing a bit from Hamlet at the Palace, Chi, and over nicely. Snowstorm knocked two acts off the opening bill, but they came in

No picts of the Firpo-Brennan fight, so the pugs reproduced it 'as nearly as they could recall,'

Making out their income tax reports, 20 chorus girls in the 'Follies' admitted making side money. Average was around \$5,000 for outside dates. Only ones.

Acts which had played the Shubert time were splitting and forming new turns. Idea was to evade the Keith office blacklist by losing identities.

Comfort Crystals, Chicago concern, was mulling the idea of a portable theatre scating 5,000. To advertise the product. Too ambitious.

Chicago song pluggers were switch-ing from theatres to dance halls. Two big ballrooms had upped the dancery idea.

Music pubs getting after small phonograph disc makers who plrated numbers in advance of

Sells-Floto jumpe from Chicago to Newark to invade Ringling-Bar-num & Bailey territory. Start of date battle.

Wheel chairs to be introduced at Coney. There were 10 concession-naires after the privilege,

Chicago got 11 new shows in a prec-week period.

### 2 Ohio Burleys Fold

Canton, March 22.
Stock burlesque at the Grand here
as folded. Last fall company has folded. Last fall company carried on for several weeks, but finally had to give up.

No plans for the house until fall, when burley will again be installed.

Youngstown, March 22.
Princess, downtown burley house dark for several weeks, has been reopened with a combination stage and screen bill. Policy will be continuous

Princess until a few weeks ago pre-sented slock burlesque.

### Wavne King Finally Fulfilling 2-Year-Old Stanley, Pitt, Booking

Pittsburgh. March 22.
Contract that Stanley, WB de luxer, bes held with Wayne Kingsorchestra for, more than two yoars will finally be wiped off the slate week of May 13 when King fills the week of May 13 when King fills the object of the slate week. Originally scheduled to play Stanley in February, 1936, King asked for a postponement because his wife expected a buby at that time, and it was granted with understanding that he'd be on hand couple of months later.

Hotel and radio dates successively interfered, however, and three different times he was booked in again but, pulled. Harry Kalmine, WB zone manager, still feels something will turn up between now and May, but, he's keeping his fingers crossed. Stanley now booked solid until that time. Clyde McCoy-Hal LeRoy current, with Tommy Dorsey following and then Shep Fields if well. Major Bowes unit comes in Holy Week (April 8) and if Jackie Cooper recovers from flu in time, he'll be on he same bill, with house making efforts to land Allan Jones following stanza. Then George Jessel-Norma Talmadge unit, Cab Calloway, Mae West, if pending deal goes through, and King.

### **Burlesque Reviews**

### STAR, BROOKLYN

STAR, BROOKLYN

Current offering is the first productional effort of Jack Montgomery who shifted here from the recently shutcred Irving Place. Though nicely costumed and impressively stage that the shade of the sh

and he made the best of it, elickin, solidly. Ted Blair, juve, pipes several pops.

### COLUMBIA, BOSTON

COLUMBIA, BOSTON

Boston, March 20.
Loye Astrid and her Golden Foly lick headline, with opening show
(14), an 11th hour rerouting due to
1 the Faramount, N. Y., starting to
3 the headline with opening show
(14), an 11th hour rerouting due to
1 the fore Les Golden's sudden illness.
Bob Alia, tenor, was rushed in to
2 cover Golden. Entire cast was
3 nervous and the show suffered.
Twenty-four ponies help the production numbers. Wardrohe and
scenery are good. Russian nordue
tion hit is fair. Vicel MoNeely warbles Russian Lullaby'. Evelyn Taylor misses badly in a Russian dance
and comedian Harry Levine worke.
Another hig seene is the Donleey
Serenade, a desert locale, sung by
Alda, Eddi Lubel and Miss MeNeely.

Art Orlando, banjo and guitet
strummer and voccilist fails to register. Came nut once on
the foliage for the bange
stealth strips going over big, caught.

Comic was to have appeared at
the Paramount, N. Y., starting to
the Paramount of the production of the paramount of the paramoun

# Cleve. Shrine Lost on Cantor-Ted **Lewis Show Through Poor Selling And Theatres Ganging Up on 'Em**

No N. Y. Show

Report that Eddi Cantor and Benny Goodman combo, were considering a Saturday night vaude show at Madison Sq. Garden, New York, scouted by Music Corp. of, America's Billy Stein, Idea night vaude snow at moutons Sq. Garden, New York, scouted by Music Corp of America's Billy Stein, Idea was to bring pair in on some open Saturday in near future a la Cantor's super-shows in Cleveland and Philadelphia. MCA wants to draw no frefrom local theatres, says Stei, by offering them a stiff weekend opposish, or endanger future bookings around town.

### Ann Corio's Hectic Week: Acts Wanted Coin: She a Divorce

Harrisburg, Pa., March 22.
Ann Corio's, engagement at the State here last week with her Manhattan Parade' troupe turned out, to be a long series of explosions. Separate incidents in the uproar included a black eye 'intection', received by the peeler, and a salary battle between several of the acts and Max Wilner, who operated the show.
As the show opened Tuesday (15) with new costumes and routines for the second half of its week, Miss Corio appeared with a bandaged left eye, fairly well disguised by allowing her hair to cover it, which she favored throughout all her work. Explanation by announcer the

ing her hair to cover it, which she favored throughout all her work. Explanation by announcer the stage was that the patch was worn on 'doctor's orders,' he result of an eye 'infection'. Rumored, though never substantiated, that Miss Corio had had a quarrel with her husbandmanager, Emmett Callahan, Also reported that the interne who patched up the eye on an emergency call refused to give his name, lest he might become involved as a witness in a possible court action.

Miss Corio announced to the press that she planned to divorce. Callahan and be her own manager, 'We are separated now,' she said, 'and the divorce will come later,' Meanwhile she consulted her attorney.

Johnny Rogers, State manager, on Friday (18), told scribes that four acts, Billy Reed, The Three Titans, Judy and Buddy Allen and Jimmy Lewis, refused to go on because of a salary dispute with Wilner, Although the scrap was not settled, the acts finally went on, according to Rogers, 'out of consideration for the theatre and me.'

Lillian Shock Poturne.'

### Lillian Shade Returns; Booked Into N. Y. Cafe

Lillian Shade, after—two-year re-tirement from show biz, is currently at the Glass Hat, N. Y. nitery. War-bler was last in Earl Carroll's 'Vani-

blet was less in Earl Carrons ties:

Miss Shade, who formerly did blues only, has turned to swing. In private life she is Mrs. Jesse Kaye, wife of the Fanchon & Marco agent.

### Blue's Tour Delayed

Hollywood, March 22. Paramount has extended its shoot Paramount has extended its shoot-ing schedule on 'Cocoanut Grove,' foreing Ben Blue to postpone the start of his personal appearance toig until April J, when he opens Philadelphia. Comic was to have appeared at the Paramount, N. Y, starting to-morrow (23).

Cleveland, March 22 Unexpected low net of the Eddle Cantor-Ted Lewis unit, the first Cantor-Ted Lewis unit, the first sponsored here by Al Koran Shrine at Civic Auditorium, was a serious setback to organization series of bargain-prieed shows. Revue drew approximately 27,000 to four performances, but 20% of houses represented paper. At average of 844, ber, bill grossed only about 818,200 Backers reported to have gone into red for \$12,000 on opener, figuring, it spent around \$25,000 in setting up. the Shrine Amusement Guild so from the Shrine Amusement Guild so from the Shrine Amusement Guild so from paign, and on opposish of theatre exhibs. Latter started an old-fashoned billboard war, trying to crowdout the Cantor posters with their own sheets. Also were accused of bringing pressure newspapers, Downtown managers still fighting Civic Auditorium for renting space to commercial attractions that offer funfair competition.

Denying rumors that they planned to fold the amusement-booking Guild, Shriners are going ahead with original plans for two more stage productions. Maribel Vinson skating revue for March 31-April 1 in civic auditorium, using portable ice floor, is running into more booking troubles. Music Corp. of America made date but overlooked faet that it conflicts with April 2-3 run of Toronto leeskating clubs at Al Sutphin's Arena. All of the town-socialites are sponsoring latter event, which may cut into the Vinson show. Third cut-rate booking is radio revue with Eddy Duchin and ShepFields orchestras, April 24-26. Three that it conflicting Daughter, March 28, and Brother Rat. Due to confusion over A.K.S. system of subscription pedding, Bill Bilair, of the Hanna has yanked Shrine label out of all the theatre's ads, claiming it hurts sales. ponsored here by Al Koran Shrine at Civic Auditorium, was a serious

### **GERTRUDE NIESEN HIT** IN LONDON CAFE DEBUT

London, March 22.
Gertrude Niesen drew a big American crowd for her opening at the Cafe de Paris here yesterday (21), Sang seven songs at preem to big hand patter.

Singer at the nitery for the month, previous commitments limiting her stay.

### Kingsbury and Davidson Set for British Tour

Thelma Kingsbury and Ken Davidson, badminton duo, which has been playing eastern vaude, are set for England next autumn. Booked into the Palladium, London, starting Oct, 3 for a minimum of six weeks

weeks.

Miss Kingsbury is the English femme badminton champ, who was brought over for stage appearances by Fanchon & Marco last summer. Davidson is an American pro.

### Joe Tenner Sentenced

Tacoma, March 22.

Joe Tenner, 37, claiming to be vaudevile actor from New York and Hollywood, has been sentenced ito five years state penitentiary by Judge Fred G. Remann in superior court. Tenner was charged with living with and accepting ings from woman.

# **Tommy Dorsey Airs Commercial** From Stage; Visible Technique NSG

By HERB GOLDEN

By HERE GOLDEN
Philadelphia, March 22.
Tommy Dorsey's orchestra, appearing at the Earle theatre here last week, aired its full network commercial for Raleigh and Kool cigarettes from the stage before 3,500 last Wednesday (16) night. First of a series of Dorsey commercials from vaude houses where he is making

Pa.'s.

Show satisfied the house audience, since most had never before seen a big-time airing. But for straight entertainment as a stage show it

ong time airling. But the authors we stage show as the straight entertainment bracket and fixed it rather as a spectacle was the utter helter-skelter of the whole affair. There seemed to be continually a stream of announcers; production men and engineers in addition to many indescribables, running across the stage. They go and out of warband, they are they go and the stage of the

Then, after a singer would do a number, a production man would turn to the audience and ask for appears. However, and a super that the audience and ask for appears. House was exceedingly genterous with hand-patter, though. Another thing which made the airning far from beer and pretzels as straight vande was breity of the vocals. Without the work of the super straight the work of the wore

Edythe Wright and Jack Leonard Just seemed to do about half a chorus and then scrammed, leaving unsatisfied tongues panting for more which wasn't forthcoming.

Interesting was final of amateur swing contest, Dorsey had prelims on stage during earlier part of the week, selecting four instrumentalists for the airing, Included vibraphone, tumpet. Clarinet, and tromby a garnerer learning, and the selection of the selecti

### ORPHEUM, MPLS.

Minneapolis, March 20.
Benny Meroff orch, Charlie Agnew orch, Shirley Rust, Florence Gast, Don Allen, Jack Marshall Ruth Petty, Larry Powell, U. of Minnesota Big Applers, 'She's Got Everything' (RKO).

mesona Big Applers; She's Get Everything' (RKO).

Kay Kyser orch, Harry Babbitt, Shilly Mason, Vignita Simns, Jeann Goudner; "Sally, Irene and Mary Isolate of Swing and affordative singe and some Benny Merority Colores being pitted against the 12 Charlie Agnew musickers. There's actually three musical organizations on deck, the 12-pice house pit or Chicago, March 20, 12 Charlie Agnew musickers. There's grant the 12 Charlie Agnew musickers are shown. He down the miscally shown on the cher Agnew's remaining the performance of the Chicago, March 20, 12 Charlie Agnew musickers. There's grant and the Chowning of the performance of the Chicago, March 20, 12 Charlie Agnew musickers are shown. The shown of the 12-pice house pit or Chicago, March 20, 12 Charlie Agnew musickers. There's grant and the Chowning of the performance of the Chicago, March 20, 12 Charlie Agnew musickers are shown. The shown of the Shown Turn is based on the stage simulation of the shown Turn is based on the stage simulation of the shown Turn is based on the stage simulation of the shown Turn is based on the stage simulation of the shown Turn is based on the stage simulation of the shown Turn is based on the stage simulation of the shown that the show

wylophone, trumpet and horn during several first several f

### KEITH MEMORIAL (ROSTON)

Boston, March 20.
Eddi Rosenwald's house orch,
George Prentice, Ray & Trent,
Buster Shaver, Olive & George,
Bill Robinson, Diaz, Don, Dolores &
Demis; Rebecca of Sumybrook
Farnt (20th).

Bill Robinson, Diaz, Don, Dolores & Demis; "Rebecca of Sumpbrook Farm (20th).

Bill Robinson is the big draw and he's supported by well-balanced bill that should bring extra biz. The second of the supported by well-balanced bill that should bring extra biz. The second of the second

### CHICAGO, CHI

Chicago, March 20.

Kay Kyser orch Harry Babbitt,
Sully Mason, Virginia Simms, Jeanne
Goudner: 'Sally, Irene and Mary'

### STATE, N. Y.

Houe. Ruby Wright Shine Moore. Yank at Oxford (MG).

The State has reduced to four acts but it's still, show—of 7 minutes. 22 minutes, it which there's plenty of fair entertainment. Show, all told, isn't hard to take even it it lacks tightness and b.o. appeal.

Rapp's. New Englauders close Band includes 13 men, including two plants, one whom, bear the did not compared to the comp

### STRAND, B'KLYN

Teddy King's house orch, 6 Dan-millis, Lew Parker & Co., Scat Pow-ell, Marian Bellett & Boys, Judith Allen, Lee Dixon, Gloria Franklin, Telephone Operator (Mono).

Pretty good show. Judith Allen and Lee Dixon are the personality headliners. Miss Allen, fresh from a Chicago nite club appearance, charms and wears attractive clothes. Her singing voice 5 times a mike, does be the company of the control of the c

shines right up to her partner in pedalogy.

Weakness of bill lies in the musical paucity with Miss Allen being the out of partner in the musical paucity with Miss Allen being the out of partner in the most specialties, including a board sip to three-man high. They take it easy and more than satisfy. Teddy King, backgrounded with his house band and baton, introduces Lew Parker, after the Danwillis, who made to the partner in the most set of the most set of the most set of the gab is backroom patter, and shouldn't be used. He also introduces Scat Powell, who shouts some scat rhythm through the mike. Mariam Bellett and her boys race through one of the madest tumbling routines seen. Miss Bellett's costume would be improved with long hose.

Honcy Family, made up of three boys and three gals, dance and acro

Honey Family by the Boys and three gals, dance and actual the siness picking up. Present show inaugurates a new policy of pictures only for Monday through Wednesday, vaudeville and two pictures Thursday through Sunday.

### HIPP, BALTO

Baltimore, March 20.
Donatella Bros. & Carmen, Lowe
Hite & Stanley, Sybil Bowan
Lester Cole & his Singing Midshipmen (8); Bringing Up Baby (RKO)

Good solid vaude layout here this week, with four standard acts combining to whack out 54 mins of sock variety and entertainment. Opening with Donatella Bros. and Carment to gives Boys in a coordions as time appearing femme contributes good acro control work.

Lowe, Hite and Stanley, three contraintingly sized knockabouts, giant to dwarf, clown effectively, climaxing with okay military tap. Hold bill's pace in good style and set ideal spot for Sybil Bowan, who follows with socko impersonations. She has to be goff.

for syon. Bowan, who follows with socko impersonations. She has to beg off.

Lester Cole and his Singing Midshipmen (8) close strongly History will be strongly the strongly the strongly the strongly the strongly the strongly distributed out are nuously gesturing singing combos around. Boys look well in neat naval outfits, which they change to white sport suits for pleasing finale. Do naval medley, sextet from Luica and college tunes, all in good voice and arrangement.

Burn.

### MICHIGAN. DETROIT

Detroit March 20

Eduard Werner's house orch, Merle Clark, Five Janzleys, Harris & How-ell, Four Franks, Judy Garland; 'Everybody Sing' (MG).

Everybody Sing' (MG).

Judy Garland is socking 'em on both screen and stage, bo strength of juve filmite's p.a. giving spot its best take in weeks. Although act's the stage of the second of the seco

### CIRCLE, INDPLS.

Indianapolis, March 20. Shep Fields' orch, Johnny Serry, Bob Dupont, Ruth & Billy Ambrose, Three Nonchalants, Bobby Gordon, 'Romance in the Dark' (Par).

Winding up three weeks of stage shows, house finishes strong at the box office, with Shep Fields orchestra headlined, in a bill that's short but sweet. Show runs 45 minutes, most of which is devoted to 'rippling rhythm' of Fields' orchestra. Twelvepiece band scores solidly. Toy Trumpet features different sections of the orchestra and Flight of the Bumble Bee' finale spots Johnny Serry at the accordion, with band members joining in an all-accordion chorus.

Bob Dupont, comedy juggler, scores with his dead pan manipula-

members joining in an all-accordion chorus.

Bob Dupont, comedy juggler, scores with his dead pan manipulations. Ruth and Billy Ambrose do three ballroom numbers, clicking with their version of a couple of the complete of on following day to about 90 minutes.

Assisted by Jack Pepper, youngster sings and chafters, demonstrating all the sparkle and with es shows on the screen Clicked at show caught even though he misses several cues and Pepper had to cover up. However though he misses several cues and Pepper had to cover up. However though the misses several cues and Pepper had to cover up. However though he misses several cues and Pepper had to cover up. However though the misses several cues and Pepper had to cover up. However the minutes of the minutes of

Elski returns to Easton, Pa., when the State takes on Thursday-Friday Saturday vaude, commencing April 10, 12 Eddie Sherman booking.

In Ray Hutton's orch set to open.

### STANLEY, PITT

Pittsburgh, March 20.
Clyde McCoy's orch, 3 Bennett Sisters, Wayne Gregs, Paul Kirkland, Chezris, Hal LeRoy, Dave Broudy louse orch; 'A Slight Case of Murder' (WB).

Practically old home week, Clyde McCoy's band was here only few months ago. Ditto Hal LeRoy. And Paul Kirkland and the Ghezzis have been around so often they can almost call the Stanley home. McCoy's Sugar Blues music was surprisingly socko on first visit but he's back too soon to duplicate.

back, too soon to duplicate.
However, it's first-rate entertainment, fitting into a breezy 60 minutes. According to response, memories in these parts are short. Since acts seem so scarce, obviously Stanley's policy of what's getting to look like rotating stock makes little dis-

like rotating stock makes little dif-ference.

McCoy's outfit is extremely decep-tive. Excluding himself, it has only.

Il men but arrangements have been shrewdly arranged to suggest a greater personnel. Everything, of course, is built around, the maestro-and his eloquent trumpet, Music for the most part, is stylized and almost always syeet. While not particularly distinguished, McCoy's horn, work gives it all melodic meat and sets the pace. As if to show their versatility, lads break into a rash of jamming near the finish but that's definitely not their forte.

Band carries four vocalists, Wayne

not their forte.

Band carries four vocalists, Wayne Cregs: good looker, with better than average pipes, and three Bennett Siters, cute youngsters with loads of personality and a sock delivery. They also step out for a bit of tapping in revealing white slacks and sweaters. Make three costume changes, all stumers.

Malke three costume changes, all stuments.

Kirkland opens after a brief session by the orchestra and goes into his old routine, the ladder-dance and he paper. One cone juggling on his nose, lighting it for the capper. However, he's added something, new for his finish and it's geared for plenty of laughs. Uses an unbilled femme and idea is to balance two locked chairs upon which site's seated, on hat not of his constant of the laughs. Uses an unbilled femme and idea is to balance two locked chairs upon which site's seated, on hat not of his constant of the laughs. Uses an unbilled femme and it's of their near his for their standard it's their enforce that knocks off their No. 1 click. Boys come back for a Big Apple on their hands, a corking silly, and they had to beg off. LeRoy hooting over big as usual, mixing his routines effectively. Trick, legmania is getting better. Cracks a few gags to get his breath between numbers to but crossfire with accopy is unintelligible and falls la.

Overture of Dave Broudy's house.

telligible and fails nat.

Overture of Daye Broudy's house orchestra is from the semi-classics, interpolated with telling solo briefles. Cohen.

### Embassy Newsreel, N. Y. War clouds Europe, with stress on Austrian and Czechoslovak-

stress on Austrian and Czechoslovakian situations, dominate new showhere. With no really live pictorial
news on sudden moves abroad, news
weekly-lads scurried for latest shots
of leaders in wartime preparations or
best library material. Nearly all
chipped in on this martial coverage.
Universal heads procession of clips
with array of troop movements,
leaders and other matters it had on
tap. before Austria was absorbed by
Nazis. Graham MacNamee does not
verbalizing for this Devorers
wisit to Czechs under the Secondary
is the Czechs of the Control
in France, Russia, Chipped Hull's speech
and the Secondary of the Californ
nancuvers touched by all reels. Paramount's story on England's preparation for air raids is graphic.

After world happenings, newsreels, ian situations, dominate new sh

amount's story on England's preparation for air raids is graphic.

After world happenings, newsreels lapse into hum-druin, with oddities and humor stressed. Lew Lehr comments on storing test, with sounds and lines trimly gagged for infectious laugh returns. His second appearance, demonstrating a new group of absurd inventions, is a bit hance.

Subterranean views of damage done by seething water supply are carried to the subterranean views of damage of chorines at International Casino, Y. nitery, for best face and form, RKO-Pathe breaks, out with Fashions in Vogue for the fair sex, with Arlein Francis doing swell commentary. Fox has Easter fashing while U garners some launow motion motion of the face of th

winter training gravoted with the see by Par.

Detroit baseball team in spring training gets the appraisal of Pathe while same reel's coverage of the Colorado-Temple basketball game at Madison Square Garden fails to impress. Movietone follows with the Colorado-N. Y. U. court contest, also the factor of the comparison. Fox also does not be comparable of the comparison. Fox also does not be comparable of the comparable fluish of quarter-mile race shows that judges, erred. Pars. follow-tip on Max Baer incomparable fluish.

# Variety Bills

NEXT WEEK (March 28) THIS WEEK (March 21)

Numerals in connection with bills below indicate opening day of show, whether full or split week

### RKO

Gil Lamb. Sara Ann McCabe (INCINNATI Shubert (25) Shap Fleids Oro (18)

BOSTON Buston (24)
LeQuerue Co
Tela Moore
Fenwick & Cook
Geraldine & J
Sjove Evans
(17)
MHt Beleton

(18)
Daye Apolion Co
CLEVELAND
Palnee (25)
Cab Calloway Ore
(18)
Bell's H'llun Fol
Cookle Bowers
Lean Ray Memorial (24)
Geo Prentice
Bay & Trent
Buster, Shaver, Co
Bill, Robinson
Diaz Don & D Cookle Bowers
Leah Ray
Maxellos
SCHENECTADY
Proctor's (24-26)
Robinson & Martin
Don Rice
Baptle & Lamb Co

Palace (25) Chester Hale Monroe Bros

> RAY and TRENT GEORGE PRENTICE 2ND WEEK

Keith's Memorial, Boston Dir.: LEDDY & SMITH

### Loew

NEW YORK CITY
State (24)
L Armstrong Ore
EVANSVILLE,
Mulestle (24-26)
Hit Parade

PITTSBURGH
Stanley (25)
Tommy Dorsey Of J& L Softer
Ann Anderson
WaSHINGTON
Capitol (25)
Berni Vici Rev

### Paramount

NEW YORK CITY Paramount (23) Paraniquist (23)
Guy Lombardo Or
Ella Logan
Marlon Daniels
AMARILLO
Paramount (31-1)
Major Rowes Co
BUIFALO
Buffalo (25)
Districts BUFFALO Buffalo (25) D'Artega CHICAGO Chicago (25) Allen & Kent Co Paul Gerrits

DETROIT
Michigan (25)
Rita.Rio.Orc'
Happy Feiton.Oro
Nichols & Roberts
Billy Reed
GRAND FORRS
Dakota (30-31)
Major-Bowes Co.
NEW HAVEN
Paramount (25)
Tecaneum (25)
Tecaneum (26)
Majeric (26)
Blackstone

### Warner

PHILADELPHIA
Earle (25)
Clyde McCoy Ore
Frantis
Don Hestor Oro
Dick Ware
(18) (18)
Bert Wheeler
Dorothy Lee
Aunt Jemlina
Henny Youngman
Alexander & Santos
Felovis

Tommy Dorsey C
J. & I. Seller
Ann Anderson
York
Strand (25-26)
Babby Pinicus
Wells & 4 Fay PITTSBURGH Stanley (18) Clyde Mcl'oy Orc Hal LeRoy

## Independent

CHICAGO State Lake (25)

INDIANAPOLIS Lyria (25)

Rex Weber
Pinky Lee Co
Maidle & Eny
Dick, Don & D
Iludson Wonders
KANSAS CITY
Fox-Tuyer (25)
Al Pearce Co Pearce Co MEMPHIS pheum (25-28) Moore Orc

Orpheum Carl Moore Sweethcarts

### London

Week March 21

Asterla D. H. CAMBEN TOWN

Gaumont
Blum & Blum
Gaillard 4
Victor Moreton
CLAPHAM

CLAPHAM
Granda
Gordon Ray Gis
Toddy Foster
Fred Cape
Irls Staller
Mary Fuller
Mary Fuller
Master Schenck
Tubby Turner
Standish Heros
Bobby Howell Hd.
EAST HAM
Grandish

PREMIER

GREENWICH

GREENWICH
Gennada
Balzer, Sis
Jones & Thomas
Alichel & Hero
Marcus Bd.
ISLINGTON
Blue Ball
Gene-Patton
Rublo Sis
LEYTONSTONE
Blue Righto Elliotts Fields Bd STRATFORD

TOOTING
Granuda
Mac Wynn 4
Harry Lindsell Bd

Marry Lindsell 391
WALTHAMSTOW
Grininda
Ronald Courley
Josef Blank 120
3 Manley Bros
Fleids Bd

### **Provincial**

Week March 21

ABERDEEN Jack Artho Gold & Cordell Neller & Chire Hilda Mracham Jay Morelle 12 S Fisher Gls Morion Fraser Fayre 4 Jack Love

GLASGOW Waldini's Bd Ray Yaughn Dennis Fam Gandy Bros Deveen Co Collins & Flak

March 21

Liverpool,
Shakespeare
Halle & Poster
Artiona & Bobette
Artiona & Bobette
Artiona & Bobette
Artiona & Bobette
Sam Barton
Lassitor Hoos
Cliente & Murray
5 - Tyronial Gla
Hilpodrome
Stanell's Co
Hilpodrome
Stanell's Co
Neuman Lorg
Russell & Marcon
Jucas & Rowland
Miamvas & Rowland
Miamvas & Rowland
Miamvas & Rowland
Miamvas Artional
Lack Wynne

Havane Madrid
Vicente Gomez
Raquel & Tarriba
Lucha Reyes
Hilda Ramos
El Caney 6
Hickory House

Hotel Aster Sande Williams Ore A Raginsky Ore

Hetel Belmont-

Hetel RelmontSonia Ore
Tallian Senia Ore
Tallian Senia Ore
Tallian Senia Ore
Thurston Crane
Hetel Sistimore
Horace Heldi Ore
Charles Goodman
Hed Sistimore
Hotel Remonthy
Will McCum Ore
Hotel Commoder
Hotel Commoder
Mildred Balley
Hotel Edison
Hull Researt
Hotel Edison
Hull Essex House
Charles Baum Ore
Charles Baum Ore
Charles Baum Ore

Hotel Essax House Charles Baum Oro Vee Lawnhurst Hotel Gov. Clinten Edile Lane Oro Hotel Lincoln Isham Jones Ore Kathleen Lane

Matel McAlpin

J Messner Oro
Jeanne D'Arcy
Gonzales & Mennen
Hotel New Tarker

Hotel New Tarker.
Jimmy Dorsey Ore
Bob Eberle
June Releymond
Ross McLean
Charles Uksila
Roberts & Farley
Alfred Trenkler
Romald Roberts
Jobble Dorse
DuReine Farley
DuReine Farley
Beffortes West
Both Valt
Hotel Valt
Both Central

Hotel Park Central

Hotel Pack Central Jerry Rigine Ore Pass Frankiln Jina Wyte Kntera & Horgia Freddy Werner Balkbanow 6 Hotel Pennsylvania Benny Goodman Or Iny Saudic Kny Weber

Hotel Piceadills

Hotel Piccadilly
Jeno Bartal Oro
Botel Plaza
Pancico Ore
Veluz & Yolinda:
Hotel Reosereit
Guy Lombardo Ore
Lukewela Ore
Hotel Swyn Plaza
Gerry Morlon Ore
Jos McNamara
Dixis Ingram
Dwight Piske
Don Alfonso Ore
Hotel Sheiton

Hatel Shelton

### Cabaret Bills

NEW YORK CITY Alleen Cook Helen & Tom Nip Joe Lane Jean Buzonie Ruth. Hazen Peter Randall Carolyn Knight Valerie Dumont. Joey Cappo Jean Jordan Jean Vickers

Ann Gale Hanson, How'd & H Angela Velez 3 Little Sachs

Barrel of Fun Snub Mosely Or Clayton & Dunn Gertrude Dwyer Bennett Green

Bertoletti's Bertoletti's
Don Sylvio Oro
Angelo's Rhu'ba
Ivy Cole
June Carroll
Anne White
3 Little Sachs
Laura Deane
Renes Villon

Clab 18

G Andrews Ore
lack White
Par Harrington
June Lorreine
Frankie Hyer
Lella Gayines
Aerry Kruger
Doo R E Lee
L-Rid Jackson
Willi Geogan
Julio

Club Gauche Los Ganchos Ore Dimitri & Virgil Trini Plaza Namette Vallon Artura Cortes Lalohita

Club Tumurl ndo Castro Occ n Ortega hito

Hossiti Ortega Manchite Teddy Rogers Rosici Rodirige Lolla tamez Cotton Chili Dube Fillington Or Selid Ward Peters Sis Peg-leg Bates Rua Bahnsun Sint & Anis Chocolatters

Chocolater's

El Cilice

Don Alberto Ora

Normilla

Normilla

Candido

Sevillarias

Fausto Alvaiez

Assuncion (francia

El Torendor Orc Angusto C Mercedes

Bu Mayenoff Ore Helel St. George (Brooklyn) Harold Stern Ore Hofel St. Moritz Ralph, Gonzales Or Busil Pomeen Ore Claire Vermonte Pawn & Jordan Famous Door Louis Peima Ore Art Fatuni Johnny Geo Garli Garlo
Albari Malanda Orfaron Guidendrone
Darle La Verno,
Wicket Foeley,
Farrent & Duerta
Greenwich Alliage
Cusing Hotel St. Emil Coleman Ore ci Codelhan Ore Vanita Micra Mario & Flori Hatel Tatt Greenwich Allings
Geo. Hall Ore
Ray O Hata Oro Dolly Dawn

Hotel Victoria Jerry Rose 2 Melodeers Metel Waldert

Leo Reisman Oro Navier Cugal Oro Shella Barrett Gower & Jeanne International Casin

Edille McMuller Bobby May C de la Grange

C de la Grange
Artini
Maurice & Crance
Jacqueline Mignao
Einille Gregoire
Jimmy Keils'a
Joo Capello Ore
Allan Small Oro
Ingh Borg
Kelly Rev

Kelly Rev.

Kit. Kat Club.

Mairlee Rocco Ore
Pearl Bainer

Field Paries

Conswelo Harris
Dorothy Rhodes

Larue

Sidle Davis Oro
Joseph Smith Ore
Julie Gillesnie
Graziella Parraga

La Marquise
Karol Kane
Karol Kane
Trin: Plazo
Murdel Welch
Frank La Salla
Silvertone S
Frank Metraplane
Dolores Rogera
Cela Lee
Ann Stuart
Lairet-In-the-Pinea
(Lairet-In-the-Pinea
(Lairet-In-the-Pin La Marquine

Makewood, N. J.)
Jerry Livinston Or
Let Cog Ringe
Don Marton Ore
Geo Sterney Ore
Murray Heyman
Le Mirage
Harry Horiom Ore
Consuelo Flowerton
Eleanor Sheridan
Rudolph & Xandra
Maryon Dale
V Mar-Naughton
Tudale 3 Leun & Eddle's

León & Eddle's
Lou Nartin Ore
Clarence Easter Or
Eddle Davis
Jack Waldron
Edlth Roark
Georgla Sothern
Lane. Tree & B
Trent Patterson
Lai. Foun Tr
1. Kömics Joe Marsala Ore Peggy Newton 3 Peppers Hatel Ambassader Dick Gasparte Ore Florence & Alvarez Adelalde Mostett Trent Patterson
Lai, Foun Tr
1 Komics
Jean Scott
Lillian Fitzgerald
Cookle Williams

Lillian Fitzeraid
Cookle Williams
Le Ruban Blea
Hope Emission
Le Ruban Blea
Hope Emission
Hope Emiss

Rosalie Roy Sadie Banks Ethel Bennett Ada Lubina Ronnie De Campe

Onya Club John Kirby Ore Maxine Sullivan Leo Watson

Bob Asen Ore Mitzl Perry Susie Odem Bob Loe Alda Patricla Riley Fjola Marine LOS ANGELES

Willing Brewery
Low Carroll Ore
Ilmmy Audubba
Pat Kilpatrick
Whirling Top
Fran Craven
Musical Tops (3)
Honey Johnson
Wivel

Omur's Dome

Vick! Allen Rossillenos Armando & Lifa Kenny Cartner Dorathy Roberts Chico Puelfie Sunset Club

Palomar

3 Castles
Large & Morgan
Muzzy Marcellano
3 Debutanatus
Ted Flo Rito Orc

Paris Inn Henr Monet Ken Henryson Igverly & Tauxa Darkris, & Nont Dell' Illo, & De M Dominie Columi Thora Mathieso Frank Soctino (

Seven Seus Elly Gibson Hundhilu Dancers Kay Silver

Kay Silver
Someriset House
4 Park Ave Boya
Topisya
From Jileg
Albee Huleft
Agney Johnson
Maxine Wingo
Dania Hillings
Russ If Brown
Tony Allen

this H Brawn Thuy Allen Jane Lord Canstance Black Loriaine Gerard Jan Garber Orc

Trocudero Garwood Van Fanchito Orc

# Liftle Club Jane Jone Tiny ith Lee Keener Paul Kendal Helen Warner

Charlle Lawrence Bruz Fleicher Beverly Wilshire

Biltmore
Dean Janis
Joaquin Garay
Petch & Deanville
Pritchard & Lord Frank Trombar O

Cafe de l'urce Robeita & Ray Harolby Deon Helen Mendel Bex Brenny

Cofe International Ken Baker

Cufe la Maze Ellane Hahl Don Roland Orc Clover Club Bob Grant Ore

Club Versulles 3 Robert Dros Tred Cluire Steven Hose Bill Lankin

Caronnut frave

Leina Ala Satina Hilda Pontola Eddie Rush 3 Tau Kirlola Pat O'Shea Diek Melnive Sol Hopt Ore

At Cufe

La: Conga Chleolio Tanh Iodusedo Tennoda Rhonda Bil H Rosenthal Occ

Bunny Berlgan Orc Lionel Rand Orc Barbara Packs 4 McNally Sis Place Elegante

Paradise

Plantation Club Ovie Alsten Oro Lee Siminons Morton & Margo Lawrenco Hill Anderson Sis

Colesimos

Henri Gendron Orc
Gus Van
Yvatta Rugel
Franchon & Freh'n
Blil Anso
Vera-Bunn
Lytie 2
Elike 3 Club Alabar
Club Alabar
Harrief Norris
Eifle Barton
Inez Gambie
Parl Villani
Reride Adler
Monie Morrison

Queens Terrace (Woodside, I. I.) 

Ruby Newman Ore Don De Vodl Ore Billy Milton Raye & Laid! Roumanian Village Roumaulan Villag Charley Swartz Or Ludwig Satz Henry Berman Leo Fuld Henrich Cross Doloris Rosina Gypsy Nina

Ruissian Arti
Ruissian Arti
Article Programme Stork
Article Polymer Stork
Michael Michael Michael
Michael Michael
Michael Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Michael
Mich Russlan Art Willle Shore Nan Blackstone Arnida Sld Lang Oro Hotel Blamarch

Notel Breveers Florence Schubert Bene Luewin Joe Parlato

PHILADELPHIA Ancherage Stork Club
Robby, Parks Orc
Nilo Menedes Orc
Vorseiller
M. Bergere Orc
Gus. Martel Orc
Wille & E Howard
Village Bara
Johnny Johnson Or
Pezgy, Mann
Tom Einerson Or
Gurdner & Kane
Styll: Mansleid
Kollegiate Klüs
Willinge Brewery Stork Club Catherine Smith Eleanor Bowers Betty Jane Johnny Graff Ore

Areadla Int'l Buddy Rogers Orc Diane Denise Bob Hannon Jack Douglas Bob Hannon Jack Douglas Omar Don Renaido Oro Franklo Palne Patsy Marr

Bellevue-Stratfo Meyer Davis Ore (Burgundy Room) Frank Jude Oro

Ben Franklin Hote (Georgian Room) Leo Zollo Oro

Eco Zono Oro

Beany the Bum's

Deloyd McKay

Itoss Irwin

Harry Dobbs Ore

Lenora, Sola

Wally Wanger Girls

Cedarwood Inn Clarence Mich Beatrice Wayne Dolly Nixon Ann Laurel

Rendervous
Peta Cillrord
Mickey & M. Ford
Kvelyn Burgess
Letty Kemble
Tootle & Al
Less Barciay
Less Barciay
Less Berga Org
Stamm's Cafe
Capiclo & Mario.
Hilly Illushmond
Wie Earlson
Pat Cranford
Jack & Johnny
Irving Braslew Ore.
Billver Lake Inn. Club 18.
Tick Thomas
Mitzi Lane
Aller Mariowe
Allern, Faze
Mirjam Halpin
Nanetle
Jerry Delmar Ore
Peggy Edines Bliver Lake Inn

(Clementon)

Bill Honey Ore
DeMar & D'Andre
Theima Moore
Frank McCormick
Ruth Kild
Chester Dolphin
1214 (Int)

Peggy Faints
(Inb Parakeet
Al Wilson
Conk & Vanne
Majna Lieonard
Kay Dixon
Diottle Hollinger
Emma Stouck
Econ. Caywell
Bill Thornton Ore 1214 (Jinb Jackie Green Hollyword Girls Pearl Alexander Isahelle Itay Bleanor, Sterling Ginger Sherry Myrna Deane Chick Finis Ore

Chick Finia Ore
Parriels Cafe
Tool Kinsiey, Ore
Ariene Battegase
Course Craft
Ustage Course
Dan W. Dorense
Hotels Wilson
Hotels W. Dorense
Hotel Wilson
196 W. Dorense
Hotel Wilson
197 Club
Hytton Sie
Hytton
Hy

20th Century Hobby Bernard Norman & McKay John Burnett NH&I NIkolal Sally Withrop Lou Longo Oce Herold Benyick

Weher's flot Brau (Camillen) Couls Phalkin Oro Ray Miller F&d Shillenh mmer Arablan 16

Peggy Marlows Effic Hays Ord Logh Spick Ambassadors Line

Hofel Adelubia (Cufe Marguery)

Bob Hollner los Fracello Orc Reverly Kirk Paul & Pattit

CHICAGO

Kay Kyser Loyanne & Renard Jo Andrews

Ches Pares Eddle Garr
Clark Dennis
Andrews Sis
C. & J. Preisser
Don Huston
Don Orlando Orc
Henry Busse Oro

885 Club
Paul Rosini
Gladys Crane
Susan Cantu
Gloria Faye
J Hojnert
Nina Rinaldo Ore

Gay 80'e Lew King Ingrid Dolores Green Skippy Renie Bobble Conner Lew King Jules Novitt Ord

Marry's N. E.

Hytel Congress

(Cusino)

N T G Roy

Drake Hatel
(Gold Coast Roon

Hal Kemp Org. Sunny O'Dea

Grand Terrace

Edgewnter Heach
Hatel
(Marine Room)
Griff Williams Ore
Monte Kelly
Huddy Morono
Nob 3

(Empire Room)
Maurice & Cordoba
Gall-Gall
Dorothy King
Staniny Hickman
Bernie Cuminums Of

Abhot Pancers

Ilotel Sherman
(fullege Inn)
Willie & E. Howard
Rob Bromley
Stadier & Rase
Louis Panico Oro
Illotel Stevens
(Continental thom

Confinental Riom.
Sterling Young Ore
Riose Bowl
Farl, Richard
Miskey, Dunn
Miskey, Dunn
Miskey, Dunn
Miskey, Dunn
Miskey, Dunn
Marcile, Gardier
Jeggy Lee
Tonn, Pereis
John Hurst
Royale Froites
Reis Hoon
Mark Fisner, Ore
Sidi-Tounge, There
Miskey, Miskey, Miskey
Miske

Hicharik, Adriens J. Trojans Three Beurea Roy Eliqidge Ore Clico, Brown, Grad Brown, Grad Head of the Clob Hilly Gray Head of the Clob Hilly Gray Head of the Clob Hilly Gray Marion Miler Mirrion Miler Mirrion Miler Mary Grant Boots, Burns Marne Marne

Joan Barry
Don Angelino Oro.
Leon & Mace
Grace Morgan
Floria Vestoff
Burry, BLin, Wyler
Jack Gwynne
Lamba Tavers
Larry Mell Ore

Little Ruthskeller Jack Griffin Ore
Jack Griffin Ore
Johnny & George
Nincy Lee
Mildred Roselle
Thelma Sheuron
Marty Bohn

Palumbo's Bobby Morro Ore Eddle Thomas Lee Bartel How'd Fuller & Allen Glibert Gir

Rendezvous

tel l'almer House

Bohby Evans Bohby Evans
Smiles & Suiles
3 Pyciones
Reign Dansey
Jennie Dancer York(awne Tayera Prank Harrigan Prank Stanb Or

Hotel Stutler

Nye Mnyhew Ore Linda Keene Buddy Welcome

(Cafe Rouge)
S Cavicelifo Ore
Hatel Westminste
(Blue Rouge)

(Blue Roinn)

Murriay Saok Ores

Honey Murray

Hore Holland

Toon Hardy

Levingers

Levingers

Chick Web Ore

Ella Flixgernid

Javarence Welk Ore

Sevifie

Don Rico Ore

Sonjthind

Lawrence Welk Orderry Burke
Walter Ricom
Kirby Broaks

Stenken

### BOSTON Hotel Copley Square

Linimie Mellale Scott & Donglas Rose Ravner Mary Lou & S Lanne Home Walter Donahue Sylvia Thompson

Club Musfale Lewis Bonick Ore liawn & Darrow Dick & Dot Jones Mystles 2 Frank Hall 4 Kings Cocaanit Grove

Cognanti Grove
Billy Losses Are
Billy Losses Are
Billy Payne
Chas Maxone Co 5
Park & Erine
A1 Riche;
Congo,
Edilis Dens Ore
Rollins & Hoffin
Sweety Pi Graves
Sully Wine
Bord Lowis
Losse Chaptinan
Famous Door
Leptort Marsin, Ove

Allee St John
Ruth Calbarn
Narma Mitchell
Malter Colo
Johany Cawthorne

Johany Cawthorne
Hotel Bradford
(Penthouse)
Frankie Ward Ore
Cymmen Trudeau
Murlol Page,
Mellsea & Michael
Sherman & McVey
Lawrence Spartan
(Hotel Cupty Plaza
(Shernton Room)

Stenken'
Inch Pisher Ore
Innet Carol
Chiedwicks 2
Harrison & Hoyt
Elaine & Harriet
Marie King Shernton Room)
Irwin Gilbert Orc
Hofel Copley Plaza
(Merry-tin-Round)
Jimmy Avalone Or Gen Nickerson Or

### IMAIM

Club Bagdad
Hughlo Greer Oro
Sherr Bios
Roberta Sherwood
Harvey Bell
Frickee Sis

Club Continentale W Feldkamp Ore Carbonell Ore Lillian Carmen John Hale

Club Esquire Latry London Or Jiminle Thomas Eddle Peyton

Club Ha-Ha Club-Ha-Ha
Don Charles Ore
Tex Hondrix
Brooks 2
Jackle Maye
Arthur Budd
Johnny Mangum
Bert Linden
Billy Kennedy
Tonimy Martin
Geo Keily
Jack Dempsey's

Leon Navarra Orc Vincent Bragale Or Joan Abbott Osilins & Lessy R & G McDonald M'Fadden Deauville Bob Nolan Orc

Diana & Del Campe Irene Blinn Corrine & Macbelle Miami Illitmore Bob Sperling Oro Baron & Blair Alex Gray Jerry Kahler Marissa Roney Plaza

Retry Lawlor
Yacopis
R & E Reves
Robbins-Fain
Sunny Isles Club
Haward Lally Ore
Peggy Tucker
Northway & Danile
Carroll & Gorman

Carroll & Gorman
Villa Venice
Villa Venice
A Lukas Orc
Olivette & Dimitra
Lumbertons
Gaylene Sis
Boyd Heathen
Louis Hoffman
Alice Kellerman

### PITTSBURGH

Bill Green's
Leiktion Nobio Ore
Chiek Floyd
Intelligent Cashing
Line Floyd

Buddy Russell 3

Dissipation of the control of the co

# Al Gault Flace Find Hann Or Ray & Marie Jimmy Section Jimmy Section Jimmy Section A direct A signification A signification Jimmy Soat A signification A signification Jimmy Soat A signification A signification Jimmy Soat A signification Jimmy Soat A signification Jimmy Soat A signification Jimmy Soat Jimmy Grand Jimmy Grand Jimmy Grand Jimmy Grand Jimmy Marie Jimmy DETROIT

Chuz Chase Dubby Edwards Shittiny Dibert Ore Madelyn Tiaker Don Arden Con-modorables 6

Con-modorables 6
Detroit A. C.
Bob Chesher Ore
lackie Pisher
Pat. Nasca
Arny Univall
Hotel Statler
(Terroce Room)

Jack Marshard Ore Vanguan Minro Roberts & White Northwood Inn

Bake acker Ore

Placenza Mitzi Wayne Paul & Pauleite Ten-Forty (Inb atalle & Howard dorables (6) inky Tracy leng Dala may Solan

Weister Hall
Gockinil Edily
Art Mouney Ore
Charles Aund
At Nally
Heity Stevenso
Shon's Yong
Joh 4300th

Hook-Cadillace Hatel
(Hook Cashoe)
Johnny-Hoop-OrePerform & Cisakey
John Cannip e)
John Cannip

# Despite Reports, Ticket Brokers Not So Badly Burned; 2 Busts

Estimates that Broadway's ticket Betty Furness, Louis agencies had gone overboard in making buys on shows this season appear to be exaggerated. Figures show that as large a percentage of presentations in proportion to the total number of productions have been buys as for other seasons, the number being only comparative, while the actual number of tickets per show is materially less. Few such deals are likely to be made for the balance of the season.

Brokers were burned with some Brokers were burned with some buys, particularly Between the Devil and 'All That Glitters,' the managements insisting on running the shows only as long as the agency deals continued, then promptly closing. Unsold allotments were on hand, many nights for both shows, brokers not even attempting to reduce the red by dumping into cut rates.

### Two Out of 20

Twe Out of 20

That the agencies took a loss on two shows out of 20 for which buys were made is not exceptional. Usually the agency men are uncanny in picking live ones prior to premiere both in judging shows at tryouts or otherwise. Known, however, that they have deliberately bought tickets over term periods for shows which they knew had little chance, in order to hold favor with the managers. Brokers about broke even with two other presentations than 'Devil' and 'Glitters,' and a small loss on a show that was yanked before the buy expired.

'Td Rather Be Right' is the number one show which made money for the agencies. Others for which the buys have been profitable. 'Hooray For What!, 'The Star Wagon,' Susan and God, 'Shadow and Substance,' 'On Borrowed Time,' 'Our Tewn,' 'Amphitryon' 38,' 'Golden Boy,' 'Pins and Needles' (limited). 'Julius Caesar' (limited).

'Julius Caesar' (limited Mice and Men' (limited).

### GENEVIEVE PHILLIPS, **ACTRESS. KILLS SELF**

Hollywood, March 12.
Genevieve Phillips, 23, former eastern legit, player, who came to Hollywood a year ago to launch a film career, died in a Hollywood hospital last Friday (18) from effects of a bullet wound. She was found unconscious in her Beverly Hillshome, a small caliber pistol at her side. Police called it suicide.

Friends said she had been de-

Friends said she had been de-pressed because of her inability to find studio employment.

### Schwab Quits H'wood To Stage B'way Play

Hollywood, March 22. Laurence Schwab, who has occu-Laurence Schwab, who has occupied a Metro producer berth since the fall, has arranged for the termination of his contract and returns to the Broadway legit field. Schwab went to Metro after a stay at 20th-Fox, where he produced You Can't Have Everything and Ali Baba Goes to Town.

Schwab has manuscripts for three new stage offerings, and plans to ready one for an early summer unveiling on Broadway.

### Sally Still Yens Legit

Sally Rand may return to the Wharf theatre at Provincetown, Mass, for another filing at legit this summer. Fanner convinced she can do a regular acting turn and has taken several cracks at the strawhats. She appeared last summer in 'White Cargo' in Provincetown and has also been at Ogunquit and skwwhezn.

Stated that when Miss Rand played the role of Tondelayo in White Cargo at the Wharf theatre, editors and publishers of the Boston dailies and publishers of the Boston dailies attended personally, rather than send reporters or drama critics.

reporters or drama critics.

Dancer's yen for legit is so strong
she is willing to play for the usual
small salary paid by strawhat enterprises. This is infinitesimal compared
to her usual fees,

# Calhern in Coast 'Boy'

San Francisco, March 22.
Betty Furness will play the rances Farmer part in the Coast roduction of Golden Boy, which pens April 4 at the Curran theatre

Homer Curran also revealed that Louis Calhern will play the part of the fight promoter.

### Biltmore, L. A., Expects \$500,000 Season Gross; Over 33 Weeks Likely

Grosses for the current year at the Biltmore theatre (legit) here are pointed toward a \$500,000 total. House is enjoying its first full September-to-August season in 10 years, having already rounded out 18 weeks, with at least 15 additional weeks booked and several engagements tentatively set.

Current run of You Grosses Los Angeles, March 22 Grosses for the current year

ments tentatively set.

Current run of 'You Can't Take It
With You' ended Saturday (19) after
five profitable weeks. House is dark
for' one week, with the Abbey Players coming in for a fortnight. 'Golden
Boy,' Homer Curran-N, Y. Theatre
Group production, is set to open
April 18 or 25 for a four-week stay.

Other shows booked include

Chilling Cassay May 165 include

Other shows booked include 'Julius Ceasar,' May 16 to June 4; Helen Hayes in Regina Victoria,' June 6, for three weeks, and 'Susan and God' for three weeks.

### Laurette Taylor P A.'s In 6th ATC Audition

Sixth audition of the Committee of the Apprentice Theatre of the American Theatre Council at the Plymouth, N. Y., last Monday (21) Plymouth, N. Y., last Monday (21) was marked by the presence of Laurette Taylor. Actress "guested" in a scene from her own play, 'Of the Theatre, 'tried out at Ogunquit (Me.) last summer. Audition was under the supervision of Lea Penman. Scenes and cast for the entire program were as follows: America! America!'.. By Alfred Kreymborg Directed by Mervin Nelson.

JackPeppi JillSi	no Shurba:
Jill	e Bearson
Touchwood'By	250 ct 200 c
Directed by Hope Law Mab Doroti	der
Robin	es Corbett
The Fraternal Bond' By John Directed by Ralph B	ell
Brother Willis Joh Brother Santell Thoma	n Stradley
Brother Bosworth Gode Brother Vinson William	lard Light
Brother Smith P Brother Hill Dwigh	aul Gence
Brother Ford	ul Nevens .
Tominy Cuyler	id Wayne
(In Tommy's Mind)	
Col Coldboom	

	's Mind)
Sol Goldberg	Toby Rowland
Tommy's Father Lena Harrison	James Corbett
One Word Sketch Directed by La	prefte Tuylor
Helen Matheson Julin Jackson	IEloise Sheldon James Rawls
Of the Theatre'	lisa Taylor
Edward Smithson. Richard Tessier	

### FTP 'Boy-Girl,' L'ville

Louisville, March 22.
Federal Theatre company, which has been organized in Cincinnati and has been playing Ohio and West Virginia territory, will make its first stand in Kentucky when Boy Meets Girl' will play at Columbia Auditorium for four performances beginning Thursday (24) with a matinee Saturday (26). Play will be presented at \$1 top and is under the local management of Harry J. Martin. Louisville, March 22.

local management or nearly Martin.
Town has been perking with legit attractions, having recently, seen Walter Hampden 'Ethan Frome' and 'Yes, My Darling Daughter, both of which played at Memorial Auditorium to nice houses.

### **Current Road Shows**

Week of March 21 Abbey Players, Curran, San Francisco:

'Boy Meets Girl,' Shubert,

'Brother Rat,' Cox, Cincinnati

(20).

\*Ethan Frome' (Walter Hampden), H. S. Aude, Little Rock (21); Shrine, Aude, Oklahoma City (22); Convention Hall, Tul-City (22), Convention 19th, 10th; as (23), Arcadia, Wichita (24); Kansas State Teachers' College, Emporia (26).

'Father Malachy's Miracle' (Al Shean), Horris, Chicago.

Julius Caesar,' Erlanger, Chi-

'Night Hawk,' Werba, Brook-

Richard If (Maurice Evans), Grand Opera House, Chicago Room Service, Locust, Phil-adelphia.

'Room Service,' Selwyn, Chi-

'Sea Gull' (Lunt and Fon-tanne), Colonial, Boston.

'Tobacco Road,' Paramount, Toledo (21); Hartman, Colum-bus (23-26).

'Victoria Regina' (Helen Hayes), American, St. Louis, 'Wemen,' Dávidson, Milwau-kee, Wis. (20).

Yes, My Darling Daughter' (Lucille Watson), Forrest, Philadelphia.

'Yes, My Darling Daughter' (Florence Reed), Cass, Detroit

'You Can't Take It With You,' Nixon, Pittsburgh 'You Can't Take It With You,' Hanna, Cleveland.

You Can't Take It With You,'
Savoy, San Diego (20-21); Civic
Aude, Pasadena (22); Fox-Arlington, Santa Barbara (23);
Fox, Riverside (24); H. S. Aude,
Pomona (25); H. S. Aude, Long Beach (26).

'You Never Know' (Clifton Webb), National, Washington.

### N. Y. LEAGUE STRONG; JIM REILLY FOR SEC.?

League of New York Theatres, which represents Broadway producers in contacts with other organizations and stage unions, is in the best financial condition since formation, Understood there is a balance of over \$13.000 on hand, with dues being paid regularly. Value to the producers was again indicated this season by its functioning in the Theatrical Managers, Agents and Treasurers union situation, even though the league hastill not chosen an executive-secretary to fill the vacancy caused by the death of Henry Moskowitz. Reported that James Reilly, suggested for the post some time ago, is still in line for the appointment. Reilly's activities during the sions with TMAT are believed to have strengthened his candidacy. He is on the labor committee for the past with the Charles Frohman offices. He withdrew during the past winter when Paramount, which controls the Frohman outift, discontinued its legit activities.

### Merk Drops 'Malfi' Plans

Mercury Theatre group decided over the weekend to abandon its projected reviyal of The Dutchess of Malfi. Reason mentioned was the unsettled conditions in Europe, but

unsettled conditions in Europe, but understood that production requirements were the actual cause. "Main' calls for around 16 settings, which is not the type of production that Mercury favors. Group attracted attention with virtual barestage showings of Julius Caesar." Shoemaker's Holiday and The Cradle Will Rock.

Instead of 'Malfi,' the Mercury will revive Shaw's 'Heartbreak House.'

### "YOUNG BETTY" PREEM

St. Louis, March 22, World preem of The Young Elizabeth, winner of the \$250 aunal award of the St. Louis Little Theatre's national playwriting competition, will be held Thursday (24) under the competition of the St. Competition o der the direction of Harold Bassage. Piece will run for two weeks.

# Inside Stuff—Legit

Competitors from Coast were entered in the recent play competitions sponsored by the Hollywood-backed Bureau of New Plays and the National Service Bureau, an arm of the WPA: theatre project. There were 159 scripts submitted for the former, approximately 750 in the latter. WPA-er offered a lesser prize and did not carry scholastic limitations.

One of the three winners in the Bureau of New Plays contest was Helene Hanff, of Philadelphia, who last season was secretary of the Robin Hood Dell concerts in that city. After submitting a story, Miss Hanff was advised by Leah Salisbury, New York play agent, that the yarn lacked dramatic punch. She secured support from her family, for alcked dramatic punch. She secured support from her family for season devoted her efforts to playwrighting, coming out with a \$1.500 fellowship. Her first story, All You Do Is Wave a Stick, about an ourchestra conductor, is reported being considered by Columbia and Paramount.

National Service Bureau also announced the winners of its contest last week. George Savage, English instructor and teacher of playwrighting and the allied theater arts at the Univ. of Washington, was awarded \$250. Cash for the awards was put up by individual members of the Dramatists Guild. Winning script is guaranteed a production by the WPA theatre.

First time for a WPA show to receive four-star rating in the N. Y. Daily News, went to 'Prologue to Glory,' which opened Thursday (17), at the Maxine Elliott, N. Y. Burns Mantle, News critic, wrote a defiantly laudatory notice. None of the season's commercial hits received more than three and one-half stars this season. 'Glory' is one of the few relief productions covered by all the first stringers on the first night, but it was unopposed and the only opening last week.

Several reviewers covered 'Haiti,' colored cast drama at the Lafayette, Harlem, N. Y. Brooks Atkinson 'N. Y. Times) shot the works in favor of that drama, review being comparable to Mantle's on 'Glory' in point of praise.

Following her appearance in Whiteoaks' in London, Ont, Ethel Barrymore was last week given an editorial roasting by the Gazette, undergraduate publication of the Univ. of Western Ontario. After conceding that the star is a great actress' and that she gave a wonderful performance, the paper lambasted her for refusing to grant an interview. Explained that the reporters merely sent in a list of simple questions which would have required that she only write yes or no four or five times. Stated the questions had to do with the value of college dramatics as training for the professional stage.

Editorial concluded with the statement that Miss Barrymore is a greater actress than she is a woman.

Actors visiting the Guthrie McClintic office last week were given type-written slips listing the 'conservative' candidates for the nominating committee to be elected at last Friday's (18) meeting. Producer's wife, Kathrarine Cornell, is understood to be sympathetic to the conservative group. But Burgess Meredith, acting Equity prez and identified with the 'radical' faction, is featured in the McClintic-produced' The Star Wagon.'

Pointed out that McClintic's action in passing out the slips could not be considered electioneering by an 'outsidered', since the producer is also a' member of Equity in good standing, having begun his stage career as an actor and retained his membership in the association.

New ampitheatre holding 1,600 persons, most of whom will be seated at tables, will be laid out on the old quarty, site of the Maverick Festivals at Woodstock, N. Y., in the Catskills. It is to be used by the Maverick Cooperative, sponsor of the Maverick theatre (a straw-hatter).

In addition to outdoor theatrical performances, the lessee will present a little symphony orchestra, directed by John Lynes, in a series of weekly concerts during the summer. Last year the Maverick theatre had an Itweek season, on a Thursday-through-Sunday schedule, Robert Elwyn was director. director.

Woodstock is an art and literary center.

There are seven or eight persons in on 'Schoolhouse On The Lol,' which Philip Dunning presented at the Ritz, N. Y., 'last night' (Tuesday). In addition to the producer, they include Milton Shubert (for Lee Shubert), George Jessel, Carl Fisher, Charles Washburn and Charles Harris. Latter three are in the office shared by Dunning with George Abbott, but the latter is not 'in.'
Play is a comedy concerning schooling of picture kids in the Hollywood studios.

John Pollock, veteran agent now out ahead of 'The Women,' for Congress, again from the Eighth New Jersey district on the C. O. P. ticket. He won out in the primaries for a seat in Washington at last election, but lost in the general election by less than 1,000 votes. Although his son is city editor of a Hudson, N. J., daily, he says he doesn't expect any support in that corner because sheet is owned by Frank Hague, Jersey's Democratic boss. Pa. is a brother of Channing Pollock. He was formerly mayor of Leonia, the Jersey side.

Reason for the indicated split between Charles L. Wägner and Merle Armitage, Coast showman who stranded 'Porgy and Bess,' appears to have started over 'Lady Precious' Stream,' done out there also by Armitage. That would explain Wagner's repudiation of his guarantee to Equity on behalf of Armitage.

Stranding tossed responsibility of bringing back the troupe in Equity's lap. Some of the company are not due back until a concert date is played.

Cecilia Loftus, who returns to impersonations which won her aftention in this country, opens in series of Sunday nights at the Little, N. Y., starting March 27. She is under the management of William Doll, a press agent, and Bernard Hart.

Hart is a brother of Moss Hart. He was stage manager of 'The Women'

Flock of changes made by George Abbott in cast of Brother Rat' playing Pittsburgh last week, with producer yanking several players back to New-York for roles in his next show, high school comedy by Clifford Goldsmith. Eddie Bracken, who had lead in 'Rat' on road all season, was paged for role in new play and so were Jean McCoy and Gary Merrill. Replacing them were Edwin Phillips, Lorna Beaton and Tom Ewell.

James Barton, star of 'Tobacco Road,' now in its fifth year at the Forrest, N. Y., is now so much at home that he and Mrs. Barton have set up
housekeeping backstage. Even to the Venetian blinds, a telephone and
shower bath. It's a holiday for them when they go out to their Hollis,
L. I., home each night,

Woodcliff Strawhat
Woodcliff Players, new summer stock company, will start a 15-week season at Woodcliff Amusement Park, one mile north of Poughkeepsie, May 21. Only new plays are planned for production in a theatre seating move than 400.

Lee Broadhurst is general manager.

FAWCETT FTP MGR.

Los Angeles, March 22.

Howard Fawcett has moved into the Federal Theatre Project's Holly-wood Playhouse as house manager.

He replaces Bert Garrett, who has been transferred to the L.A. Mayan, also FTP, as day manager.

# 10 SUMMER CANDIDATES

# TMAT Demands Contract Be Dated 3 MUSICALS, As of March 21; Deal About Set

Although the basic agreement between the League of New York. Theatres (producers) and the Theatreal Manager, Agents and Treaurers union is still in negotiation, TMAT insisted it be made effective as of Monday (21). Sessions were held Friday and Saturday (18-19) in an effort to complete the work, but the committees were still at it early this week. Length of the agreement was the principal hitch, the document submitted contains over 100 proposed clauses.

Portion of the contract pertaining to press agents again occupied most of the time, with some concessions made by the union end. That was desired rather than have the points at issue go to arbitration. While the minimum for pa's remains \$150 per week, the "institutional" rate is \$125 or the second or each subsequent attraction.

That applies to offices where the

That applies to offices where the same showman produces more than one attraction, but if the productions are by another management the \$150 rate applies. Assistants or associates are to be paid by the agent at the rate of \$75 and \$100, according to the number of show handled.

Managerial end received another concession on the p.a. regulations whereby the agent, instead of being paid for three weeks in advance of the opening, will get salary for only two weeks. That is usual on Broadway, but some showmen wanted the privilege of engaging press agents one week in advance of the debut. Declared, however, that limitation did not afford time enough for advance work. But if a produced wishes to do his own press work it is okay, not using a p.a. One or two managers say they will so act. Suggestion that the producer have the privilege of engaging a p.a. on the basis of one week, prior to premiere and paying a bonus if the show is a success was tabled.

Midd Dissension

League's committee claimed to have taken the ascension of TMAT in good grace, but desired an agreement equitable to the union and at the same time not handicapping showmen too heavily. Managerial end argued that the regulations for boxoffice people might result in hardship for ticket sellers, principally the rule that the staffs once selected must remain at designated theatres for the season.

Instance cited was the chance of any theatre being dark most of the season, thereby keeping the bopeople fille. Suggested that either the treasurer or assistant be amenable to shifting. Union end opposed the suggestions, however, lest the producers possibly play favorites.

Labor committee for the managers was unable to change the union's closed-shop stand and there were further protests house and company manager for each legit theatre and presentation are to be engaged. Minimum for both in New York with company manager for each legit theatre and presentation are to be engaged. Minimum for both in New York with company managers getting standard the supposed merely t

### Cohan's Status

Injection of George M. Co-han's name into the Actors' Equity Assn. situation was with-out the star's consent. He was out the star's consent. He was asked by an actress if he is opposed to Communism the theatre and replied in the affirmative, not realizing that the query might be used in connection with Equity and its factions. His name was subsequently included in a list of players calling on so-called conservatives to oppose alleged radicals in the association.

Cohan has not participated in any of the recent agitation over. Equity affairs. He is not a member of the 'association, having fought Equity during the actors strike of 1919, when as tor-manager he was in partnership with Sam H. Harris, Cohan was head of the Actors Fidelity League, now inactive but never officially disbanded. He is one of the few players exempted from joining Equity.

# 'PINS' TO EQUIP \$10,000 ICE **PLANT**

Labor Stage, formerly the Princess, smallest Broadway legit theatre, will be equipped with a cooling system at a cost of \$10,000. Pins and Needles' is currently running there. Spot has been abandoned for amusement purposes until a year ago when the International Ladies' Garment Workers union first planned a series of labor propaganda plays. only to turn up with its freak 'Pins' hit. Cast was recruited from the union. Show costs little to operate and is turning in excellent profits, with grosses that approximate about \$9,000 weekly. That is possible through the use of a number two company, which goes on Sunday affernoons and evenings. Sometimes there is a performance wedged in between matinee and night, during the week. Players in the first company are members of Equity but that does not include the second group, likewise recruited from the offices and shops of the garment industry. Equity did not seek membership from the Pins' people. That was their own idea.

Business continues at capacity and

ndea.

Business continues at capacity and ads. sometimes yanked from the dailies on the grounds there are no tickets available.

### Vinton Freedley, Jr., Benchley in Stude Show

Boston, March 22.

Hasly Pudding Club of Harvard will open its 1938 show, 'So-Proudly We Hail,' in Cambridge at the club-house, March 29, and bring it into Boston (Copley) March 31.

'Names' in the works this year include Vilnon Freedley, Jr. and Nathaniel Benchley, son of Robert Benchley, Between the girlie dance, routines, the boys will aim to roast cafe society and the New Deak.

# 7 LEGIT SHOWS

List Includes 'Right,' 'Pins, 'Hooray,' 'Borrowed,' 'Susan,' 'Boy,' 'Our Town,' 'Shadow,' 'Take It,' 'Road' —Four Figured Strong Enough to Hold Well Into the Fall-Dearth of Comedies a Factor

### STARS' VACATIONS

Broadway's legit list, as of March 15, includes 10 shows figured likely to hold over into the summer. Four of that number are rated strong enough to run through into next fall.

of that number are rated strong enough to run through into next fall.

Included in the 10 are seven straight shows and three musicals. Indications are not as clear this season as normally, however, because of general business conditions and the type of the season's successes.

'I'd Rather Be Right,' Alvin, and Pins and Needles,' Labor Stage, are the two most favored musicals, with Hooray for What,' Winter Garden, a doubtful possibility. Of the straight shows, the seven strongest are figured to be 'On Borrowed Time, Longacre, 'Susan and God,' Plymouth, 'Golden Boy,' Belasco,' Our Town,' Morosco, and 'Shadow and Substance,' Plymouth, Also there are 'You Can't Take It With You,' Booth, and Tobacco Road,' Forrest, from previous seasons.' One of, the elements that may affect the holdover chances of most shows listed is the question of whether leading players stick or insist on 'vacations. Some of the strongest presentations went off the boards during the last couple of summers when names took vacations. Anong such shows were Victoria Regina' (Helen Hayes) and 'Idio'ts Delight' (Lunts).

Another factor possibly counting in the candidates running through the hot weather is the dearth of comedies among the season's crop of successes. Not nearly as many laugh shows have clicked this season as last. Summer visitors to Broadway may not flock to the Sroadway may not flock to the so-called intellectual plays as they normally do to comedies. However, there still chance that the spring will introduce a standout comedy or two.

### Few Laugh Getters

Few Laugh Getters

Because of the absence of real laugh-getters, 'You Can't Take It With You' takes precedence to play through another summer. It may also carry 'Room Service' (Cort) along with it. 'Tobacco Road' is unpredictable and its owners may still have the satisfaction of fulfilling their prediction of staying into the World's Fair period.

Rating of 'Right' is obvious. It is holding to the forecast made soon after opening, that it would gross \$1,000,000 on Broadway. Snow is now in its 20th week, and passed the \$600,000 mark last week. Only disaffection the playing end-could stop. Right' going through the summer, as the draw still fecling the effects of the record press accorded the show prior to the premiere.

Wide publicity attended and con-

merely to sit in, but said he was unfamiliar with the clauses and sought explanations.

We Hail, in Cambridge at the club-familiar with the clauses and sought explanations.

Although the agreement was not in finished form, covering documents were sent members of the league late last week for individual signatures. That seemed to irk some showmen, although had been agreed upon:

Stander's Play

Lionel Stander in New York long and the standard of the standard uction and the average incoming raiser,
ord for the next month or so will Lois Hume and Chris Coult
(Continued on page 58) , let to bead the cust of 10.

# **Conservatives Sweep 1st Equity** Test, Elect Nominating Ticket; Paid Prez, WPA and SAG Issues

### Gillmore at Meeting

Frank Gillmore attended last Friday's (18) Actors Equity Assn. meeting at the Astor hotel, N. Y. For the first time in the history of the association he viewed the session from the floor. He was invited to occupy the platform, but declined. He sat with Katharine Cornell and his daughter, Margalo Gillmore.

Gillmore is honorary president of Equity, having resigned his active duties to head the Associated Actors and Artistes of America.

# **GRISMAN-UNION ORCH DISPUTE** FOLDS 'WHO'

Disnute with the New York local 802, musicians union, was given as the reason for the closing of 'Who's Who' last Saturday (19). Issue was over the number of musiclans reover the number of musicians required in the pit for the revue. Show, which was slated to move from the Hudson, N. Y., to the Windsor on Monday (21) was presented by Leonard Sillman and Elsa Maxwell, but Sam H. Grisman, who operates both houses, was leavily involved in the production.

volved in the production.

After securing concessions in other departments, Grisman refused the union's demand that 18 men be required in the pit, same number as originally contracted for. Manager sought to reduce the number. He contended that not as many menwer necessary at the Windsor and argued that under the tentative rules, theatres with 1,000 or less seating capacity (such as the Windsor), do not come under the union minimum of 16 men that applies to larger houses,

Manager and the union conferred

Manager and the union conferred several times during the summer re-garding a ruling for theatres, but no contract was formally entered into, However the 16-men rule for musi-cal shows was conceded for houses over the 1,000-seat limit.

over the 1,000-seat limit.

'Who' was on the verge of folding anyway, but Grisman figured on continuing with reduced operating cost. Equity conceded new contracts with most of the cast to get \$40 weekly, except those whose salaries were higher than, \$50. For such people that was to be the minimum. There were 31 men in the crew, but eight stagehands were to be dropped, as provided for in the four-week period rule.

Grisman said that 150 people were

provided for in the four-weck period rule.

Grisman said that 150 people were affected. Neither the Hudson nor Windsor usually has an orchestra and the penalty wage of \$100 per musician applied, several drawing over that scale. It nother instance of the musicians and decknads, being paid more than the actors. When The Cradle Will Rock-played the Windsor, 10 musicians had to be engaged, although not used, music for that show is played on piano as called for in the script.

### DESERT PLAYSHOP

Palm Springs, March 22.
Dramatic workshop is being organized here by John McManin and Allan Wells for the production of a series of plays, with 'A Woman of Thirty' by Jack Preston and Jesse Lasky, Jr., scheduled as the curl

First real test of strength in the approaching annual election of the Actors Equily Assn. was decisively won last week by the conservatives, described as the opposition to the opposition. Faction defeated the militant group, naming its entire slate of six to the nominating committee. Other three members had previously been selected by the association council.

Action occurred at a membership meeting at the Astor hotel, N. Y., last Friday afternoon (18). Feeling among the association membership had been steamed up over charges that radicals and Communists are seeking to undermine the organization. Result was, the largest attendance at Equity business session in many years.

undermine the organization. Result was, the largest attendance at: Equity business session in many years.

Leaders had frequently complained of lack of interest among the membership, but more than 1,850 showed up at the meeting, necessitating removing the session from an upstairs from to the main ballroom of the hotel. Because of the attendance, the ballotboxes were locked and the vote tabulated next day at the Equity headquarters by a special committee. There were 774 ballots counted, inclicating that more than half those present were ineligible to vote, either being back in dues, juniors or in WPA. Tellers voided 26 votes, leaving the actual total 748. Craven got the top tally of 805. Lowest vote polled by those elected was 460. Highest of the so-called radicals received 190 votes and most of the others received less than 100.

More than the conservative victory itself, the decisive nature of the result was considered significant in view of the coming election. Fact that the Hollywood membership of Equity will vote in the annual election in June 5 flyured to turnow an even greater advantage to the in the past been overwhelmingly in favor of that side. Added factor this election is that a strong effort is being made to swing the vote even more than usual against the younger element.

Uprising a Surprise element.

more than usual against the younger element.

Uprising a Surprise

Stated in some Equity circles that the 'liberals' will ask for one representative ticket pledged to a continuation of the present policies of the association. This policy is defined as meaning continued support of the Coffee-Peper Bill, continued autonomy of Equity in the four A's, continuation of policies carried on by Equity insurgerts in the past, four years. Also will ask a pledge that unity shall be a reality in Equity. Further stated that if this reassurance is not forthcoming, it will be necessary to put a separate ticket in the field.

Uprising of the conservatives op-

Uprising of the conservatives op-(Continued on page 58)

### Critics Circle Award To Be Decided April 18

Annual prize play picking season will get under way April 18 when the Critics Circle, of New York, will name its award. Indications are that the opinions of the reviewers are just as much diversified as last season, with at least three critic having committed themselves on 'Of Mice and Men.' Drama is not fogured to qualify for the Pulitzer prize which will be awarded later. Whice' drew the best-set of notice up to the date of its debut. Shadow and Substance' is also mentioned as a possibility for the nod of the critic.

eritic

'On Borrowed Time, 'Our Town'
and 'Susan and God', are possibilitie, for both prizes,' while. I'd
Rather Be Right, is to be counted
in for Pulitzer, consideration. Several seasons ago that committee esinblished a precedent by selecting
'Of Thee I Sing,' first musical to
tell the award.

# **WPA** Reviews

PROLOGUE TO GLORY	acters, and through it all substantial,
Conteles Trees unliquations As the Mastue Elitiotis X-Y, March 17, 278, \$1,000 to 10, 200 to 10, 20	valid-dialog.  Gilbert Browne, a nationally famous financier, with a rich New Jungland family background, hires a young writer to write about his ancestry, brought up to date, which ced gigantic land-grab on gress. Roberting to push the brilliant young manbred for the family of the family tree, but, is also Mrs. Browne's family documents of the brilliant wife for the brilliant wife has own completely candid sagar wide her wife for the properties of the brillings at the opening. Wright as the princes Kirthand as the wife, Frank Fronter; Joseph Wilson as a Washington politician, and Ramon Greenleaf as the financier, sustain interest.
There probably a good play	THIS PRETTY WORLD

nere probably a good play ewhere about Abraham Lincoln in his formative years, but 'Prologue

in his formative years, but Prologuetio Glory; is not the work. As a
WPAer, it is meritorious though
hardly warranting the extberance
of some first nighters.
Author E. P. Conkle gave flashes
of the possibilities, such as young
Lincoln's sense of humor. Had he
emphasized that feature instead of
the nero's tragic first romance with
Ann Rutledge, he would have turned
out a much more effective script.
First half of the play in particular
is better theatre than the last, which
is rather mournful.

Prologue; does supoly a new stage

is rather mournful.

Prologue' does supply a new stage version of Lincoln as the gangling rail splitter. This young stringbean strong man is first exhibited proving his provess as a wrestler, well staged. Part of the village charploin promises to figure in the charpoon promises to figure in the charpoon of the characters, of whom there are many, as usual, with WPA plays. Nearly 60 are cast, but not all have lines.

lines.

Play tells the story of Lincoins; first job as clerk in a New Salem, Ill., grocery store, which doesn't do so well. He is made a partner, which proves no favor because the shop fails and Lincoin is saddled with the debts. Scenes of his campaign and defeat as candidate for the legislature are colorful and interesting.

Romantic angle links Lincoln to the

sure are colorful and interesting.

Romantic angle links Lincoln to the personable Rutledge girl, who fires him with ambition. In the end she dies of the 'milk sickness,' a plague mentioned several times and also referred to as the trembles.' Her illness interrupts his stump speaking and the death almost results in his return to the farm. Dissuaded, the curtain finds young Lincoln striding for Springfield and ultimate fame with a copy of Blackstone under his arm.

Gilbert	Prowne	Ramon C	reenlest.
Ann. I	is wife		
History	Winthrop B	Frank	
Jerry.		Artin	or Bare
L'un :l'	ro ferick	Josep	h: Wilson.
Hester	Loomls	Emma-	DeWeals.
Robert	Morton;	W Illian	Wright

### THIS PRETTY WORLD

Denver, March 20.
Design in three acts (8 scenes) by Converse Tyler. Presented by the Federal Renere Project. Directed by Michael Andrew
Stane, Sections, G. Gilbert Ericken,
Limited States, G. Gilbert Ericken,
Limited States, Denver, 400, top.

1 the Laker.

J	Mr., Haley Adele Bradford
	Mr. Haley
	Doils Haley Grace McCumber
	Darla Haley
	Itad Haley Edward Sanche:
	tim Earl Coope
	Dot Ellis
	Dot Mills.
	Paul RocciTed Davis
	Detectives Don Naylor, Al Metzle
	Warden Arthur Foste
	Chaplain Rickard Trace
	Chapter Chapter
	Warden's secretary Dorothea Thorn
	Nurse Higgin
٠	Guard Arless Laffert

This Pretty World, world-pre-miered here, is the best cast of any of the WPA plays to be presented here this season.

Loosely knit plot deals with life of a family, its existence on the dole, and the ensuing problems arising as a result of the accompanying discontentment. contentment.

contentment.
Grace McCumber, Isobel Corbett
Edward Sanchez and Earl Cooper
carry the burden acceptably.

### Yiddish Plays

### THE LITTLE TAILOR (IN YIDDISH)

Misical in two acts by Louis Freiman.
Produced by Menissha Stufnik and Joseph
Guinslimsky, Slazed by Let b Kadison, Stars
Skulnik, Music, Runskinsky, Lyrics, Iasdor Lillion, dances, Muriy Baratz, At 2nd
Avenue ihestre, N. Y., March 11, '38, \$2,20
tip.

Melech Shalkin	Isaac	Lipinsky
Malk	Goldie	nasnetsky Fliemen
Rac	Menash	Skulnik
Rennie	· · · · · · · · · · Vick	A Marcus
Julius Rosenheim.		ten Feder
Helen.	Pant	a Rubina
Bernard		y Baratz
Warnan.	Editi	Liaman
Peddler	S	am Levin
Palicent	Charl	le Cronin

with spirit. Lipinsky, as a rabbi or the role of tailor he plays here, doesn't change much. He's the same little, jumpy henpeck.

little, jumpy henpeck.
Fania Rubina, Anna Loeb, Sarah
Skulnik and Moses Feder are stand-bys in supporting roles. But, as a rule, good acting is mixed with bad, and costumes are indifferent. Stag-ing is off and sets crude. Shan.

### COMEDIANT'N

### ('The Jesters') (IN YIDDISH)

Comedy in three acts by Joseph Tinkel. Produced, by the Folksalene (People's Stage), approsored by the Workmen's Cir-cle. Birected by James Shigorin. Music, Pola Kadhson, dances, Pauline Kanora, At the Nora Bayes, N. Y. March 13, 238, \$1.05

R'	avehe	Thike	tolb:	. Michael	Predmest
Kar	ollina.			Sarah S	tabinowitz
Luc	V			Bronl	a Newman
Wel	vele Pr	avulck.	Section.	Rub	in Aurnow
Her	shel			Jacob	Rosenblum
Rez	el			A. icia. A	nna Tranb
Mot	cl.	1. 1. 1.		Jos	hua Zeldla
Fed	ershort	2		Hy	man Zoner
Lon	zer Yn	1		Herman	Schwartz
Cm	her Yn	d ·		M	ax Pollack
Fire	t Doct	er			Max Strahl
Sec	and Da	·ler .			Ahr Biker
Bod	chen.				onis Beck

Workmen's Circle, long one of the prime-movement behind the improvement of social and working conditions of the Yiddish laborer, has dropped the tools of its craft for the relative name of the relat

formance that compares with anything on the professional Yiddishstage.

Group occupies itself during the
week with its craft, but dons the
greasepain on Sundays the professional
reasepain on Sundays the professional
reasepain on Sundays the professional
reasepain of their thestrical services, except expenses.

Play deals with a troupe of unemployed thespians and their tribulations with a determined landlord
Subsequent solutions, paced by the
ubiquitous Joshua Zeldis, afford
amusing situations. Zeldis and
Anna Traub handle the romantic
parts capably. Other excellent performances are turned in by Michael
Fredmest, Sara Rabinowitz, Bronia
Newman and Jacob Rosenblum.

Direction by James Shigoris is
adequate, but music and dances by
reasectively, aren't particularly distinctive.

### Play Out of Town

### THE SEA GULL

Trag-day in four acts by Anton Chekhov, trunslated from the Russian by Stark Young Presented by The Pheater Guild, Indian Research of the Property of the Prop

return' to the farm. Dissuaded, the curtain finds young Lincoln strict with a sopy of Blackstone under his arm.

Credited with making the presentation worthy of critical attention are James R. Ullman, formerly a legit producer, and particularly Leo Bulgaton, who directed. Morris Anetum produced, this being the Bulgaton, who directed. Morris Anetum produced, this being the dolf, who came from Chicago to take over direction in New York.

Stephen Courtleigh, of stage parents, as Lincoln, responds to the installation of the court of the

### Play on Broadway SPRING THAW

Parce in three acts by Clare Kunmer.
Presented by Max Gordon. Singed by Arthur Hopkins. Stars Roland Young at the Martin Beck, N. Y., March 24, 33, 33, 10).

eddio	Mary Phillip
teekman	J. P. Wilson
Willie	Roland Young
Myrtle	Jane Gordon
De Parkfuson	
True .	Lillian Emersor
legive. Lebar	Chido Nadze
ternice	
Mrs Carsh	Lather Mitchel
Laike Becbe	Maurice Well
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	

Max Gordon has script trouble this season, or at least his authors have. Second recent presentation by him has less chance than 'Save Me the Waltz,' a quick folder. Gordon's 'The Women,' holdover, is still his acer.

The Women, tollower, is still as acer.

Plenty, of work was done on Spring Thaw, which was tried out twice after Roland-Young was, enticed back from Hollywood. In securing Arthur Hopkins to direct, it was expected the best in Clare Kummer's newest play would be brought forth, for Hopkins has produced successes by her in the past.

orought form, for Hopkins has produced successes by her in the past.

It's a farce comedy that wanders along silliny. Supposedly comic, the laughs expected are separated by many arid lines and even then are appreciated by few. First audience politely provided enough curtains at the end but the average auditor was hardly fooled.

Perhaps it was Young whom they wished to recognize for his droll contribution of pleasant moments, now and then. Mary Philips may have been selected because of her ability to woo giggles, but there aren enough bright lines to go around and Miss Phins plays as though the locations of the property and story concerns willle (Young) and Story concerns willle (Young) and

smu miss rmins plays as though she thought so too.

Story concerns Willie (Young) and his lightweight wife, Bee (Lillian Emerson), who thinks she has grown tired of him and fallen in love with Georges, and Willie indicates no objection to her going off with the foreigner. They do make such plans but it seems though they are always missing the train or boat. From his manner, the husband seems confident that she'll never do anything really indiscreet and will return to his bed and board. She does.

In their home there are too many

never do anything really indiscreet and will return to his bed and beard. She does.

In their home there are too many people to satisfy Bee, who mildly objects to Willies sisters Eadic and Myrthe—they have always lived will be to be t

### Shows Out

Who's Who' stopped at the Hud-son last Saturday (19) after three weeks less one night. Intimate re-vue opened raggedly and could not materially improve after a weak press. Union trouble was blamed partially, but business last week around \$6,000 indicated the show's chances were slim.

### WHO'S WHO

Opened March 1, '33. Digits downward on this. Brown (Post), 'An unforgivably dull evening.) Atkinson (Times), 'Makes neither sense nor non-sense.' Varlety (Abeb), 'Doesn't quite make the grade.'

The Hill Between was in bank-roll difficulties at the Little after a week and one half. There was no Monday (21) performance and the show's continuance thereafter was doubtful. Very little coin drawn.

### THE HILL BETWEEN

Opened March 11, '38. Opin-lons strongly negative. Lock-ridge (Sun), 'Hollow as a drum.' Whipple (World-Tele), 'Adds to the late winter theatrical slush.' Variety (Hobe), 'Slight chance.'

# **WHITEOAKS' OK** \$11,000, WASH.

Washington, March 22.
Booking Whiteoaks in at a \$2 top instead of the usual \$2.7.5 for first strings of the usual \$2.7.5 for first string a small string as the same as the same as the National. Guess was borne out as week played to nite gross for such a scale, but was topheavy throughout with the coin coming from the pop trade. Example was the fact that two mats, played at \$1.59 top, outgrossed the nights.

grossed the nights.

Current is 'You Never Know,' se son's first musical comedy and t carriage trade is out in droves. 'Y Can't Take It with You' comes next Monday (28).

Estimate for Last Week

'Whiteeaks,' National (1,698; \$2).
Scaled to draw pop trade via Barrymore and the novel's rep, and it
did to around \$11,000.

### \$3,700 Maiestic Holdup: Robert Bull Beaten

Robert Bull Beaten
Payroll stickup at the Majestic
theatre, N. Y., Saturday (19) at moon
netted \$3,700 to two armed men who
assaulted Robert Bull, the manager,
with a gun butt. Weekly pay was
being placed into envelopes for both
the Three Waltzes company and the
house staff, the robbers gaining admission to a lobby floor office by,
giving the name of a stagehand.
Stickups missed about \$2,200 additional coin. Entire loss was covered
by insurance.

y insurance. Bull made the mistake of putting isuli made the mistake of putting up a fight, but an assistant escaped injury. He is not well known in show circles, having joined the Shubert staff through friendship with John Shubert, his classmate at Harvard.

### 'Women' 141/2G, Split Wk.

Madison, Wis, March 22, Max Gordon's road company of Clare Boothes comedy. The Women, last Saturday night (19) wound up a split week with a total gross of \$14,500. Included were healthy takes in Minneapolis St. Paul and here. Show is playing Milwaukee this week.

Minneapolis, March 22.
Chicago company of 'The Women' clicked for three nights and a mationee at the Lyceum. Wasn't half-back or the Lyceum wasn't half-back or the previous half-week and local critics panned the company.

Estimate for Last Week.

The Women', Lyceum (2.200, 273). Town suparently hadn't been milked dry by exceptionally strong preceding shows, including Victoria Regina' and 'Ice Follies. Public turned out to tune of \$8,500 for the four performances.

### Boy-Girl' \$3,000, B'klyn

Boy-Lirl \$3,000, B'klyn
Brooklyn, March 22.

Boy Meets Girl: "Werthars Brooklyn
drew 30-50 \$3,000 last week.
Local scribes gave it mild notices.
Current show is 'Night Hawk', 'sex
lay. Jitney Players will offer C. H.
Hazelwood's 'Lady Audley's Secret'
Friday night (25) and Victorien Sacdou's 'Diplomacy' Saturday night
(26) at Academy of Music. Brattleboro theatre closed shop at St. Felix
Street playhouse last week, after doing series of five plays. Group plans
to return for second semester in next
November.

Estimate for Last Week 'Boy Meets Girl,' Werba's Brook-n (1,500; \$1.10). Around \$3,000,

### 'World' Preems, Denver

Turning in the best first week of the year. This Pretty World world-premiered—here, may, run, there weeks instead of the usual fortnieth. With the opening night for WPA workers only, word got around the WPA theatre had a success, and near sellouts were the result for the other four shows.

Estimate for Last Week
'This Pretty World,' Baker Federal
(496; 25-40). Show got away to
promising start.

### 'Tonight' \$4,500, Mont'l

Montreal March 22.

Noel Coward's series of one-actors, with Estelle Winwood featured, pulled in nice business last week at His Majesty's here. Brothers Ashkenazi, Yiddish play, is current.

Estimate for Last Week

"Tonight at 8:30," His Majesty's (1600; \$25.50). Noel. Coward one-act series were good enough for a take of \$4,500. Brothers Ashkenazi, current for four nites and a matinee.

# Chi Still Dawdling; 'Room' \$11,500, 'Malachy,' 'Caesar' 11G, Evans 10G

Chicago March 22

Chicago, March 22.
Those boxoffice figures continue
on a light diet. Four shows in town
last week and none of them managed to make a big mark. Father
Malachy's Miracle' opened as the
sixth play of the American Theatre
Society list and drew fair biz, mostly
on its subscription sale. Stuck up a
three-week notice and will go out
April 2.

April 2.

Two more weeks also for 'Julius Caesar,' as the fifth ATS show at the Erlanger. Some pick-up noticed for the cheaper, seats. 'Richard II' and 'Henry IV' rep winds up this Saturday '26) after five weeks: Grand is slated to follow with 'Star Wagon,' April 12; 'You Never Know,' May 1, and 'I Married an Angel,' May 23. Three Waltze's scheduled for the Erlanger April 16.

Estimates for Last Week

Father Malachy's Miraole, Harris (2d week) (1,000; \$2,75). One
more week and out for this one; subscriptions a help; \$11,000 for first

week.

Julius Caesar, Erlänger (3d week)
(1,400; \$2.75). Will also call it quiet
here next week; sagain around \$11,000.

Richard Il' and 'Benry IV', Grand
(5th week-final) (1,300; \$3.30). At
\$10,000 last week not so hot.

Room Service, Selwyn (5th week)
(1,000; \$2.75). Stepping along nicely;
1001s for a run, last week okay
\$11,500.

1,500. WPA Tailer Becomes Merchant! Great

Northern. 'Great Barrington,' Blackstone.

# **'YOU NEVER' OK** \$25,000. BOSTON

You Never Know, 'new Cole Por-ter musical, had a swell second week here and closed Saturday (19) to leave for Washington, 'Spring Thaw,' starring Roland Young, had a raingle week, also moving out Sat-urday.

Affred Lunt and Lynn Fontane opened last night (Monday) in The Sea Gull' at the Colomiat-for a single frame, with very big advance sale. Frame, with very big advance sale. If the Colomiat-for a single clude I Murried Hub Abgards in violation of Montal Hub Abgards in the Colomia More of Montal Hub Abgards in the Shubert; The Women, with Lois Wilson, same night, Colonial; Part I to Henry IV, with Maurice Evans, May 2, at the Shubert; and The Star Wagon, with Burgess Meredith and Lillian Gish, May 23, Shubert, Estimates for Last Week

Estimates for Last Week You Never Know, Shubert (1.590 \$3.30). Closed Saturday (19) after two big weeks; second stanza about \$25,000.

\$25,000. Spring Thaw. Wilbur (1,227; \$2.75). Roland Young praised for his performance, but the play itself the big drawback; single week ground \$11,500, medium.

### 'REGINA' HITS \$43,900 IN SPLIT WEEK STANDS

Kansas City, March 22.
Helen Hayes was a terrific draw in four-day stand at the Municipal auditorium here last Wednesday. Saturday (16-19) in Victoria Regina. Show played to packed house every performance. Gross for the entire week was rated at \$43,900.
Previous stops were made at the Shrine auditorium, Des Moines, Monday, and the Paramount theatre, Omaha, Tuesday.

day, and the Omaha, Tuesday

Final figures on the lifein Hayes performance in "Victoria Regina at the Strine auditorium Monday night of last week (14) 'reached \$10,590, an all-time high at the scale. Top price was \$3.30. 'House scats 4,500 and the audience paid \$9.456 in admission. \$945 in federal taxes and \$189 in state taxes. Gross of \$11,000 was pulled several seasons aso by the Tollies' for a single performance, but that was at a \$4.40 top.

### 'Take' \$9,500 3 Stands

Recineter, N. Y., March 22.
Touring Irones of You Can't Take
II With You of selected a profitable
\$9500 last week, including two-day
stand at the Aude here Friday and
Saturday (18-19).
Other stops were at the Hartman,
Columbus, Monday, Wednesday (1410), and Sheeks, Jamestown, N. Y.
Thusday (17).

### Road Legit Grosses

Estimated Total Grosses
Last Week...... \$270,000
(Based on 22 Shows) (Based on 22 Snows)
Total Gresses Same
Week Last Year....\$201,306
(Based on 13 Shows)

# DAUGHTER' 91/6 'ROOM' \$6,500, PHILLY

Philadelphia, March 22, o remaining legit shows took a shellacking last week as a re-

rominy stwo remaining eight snows took a shellacking last week as a result of the stretch of four days downpour. They were Yes, My Darling Daughter, playing its third week at the Forrest, and Room Service starting its third local engagement, this time at the Locust.

Abnormal weather breaks make it impossible to get any real line of chances of Service to hold for a stable run here. Real story won't be told until after this week, although the last two days of last week though the last two days of last week sibilities for the George Cauction. Daughter, after two swell weeks on subscription, sagged plenty, but figures to stage partial comeback with better weather.

Estimates for Last Week

back with better weather.

Estimates for Last Week

Yes, My Darling Daughter, Forrest (4th week) (2,000; \$2,50). Without subscription aid and socked by
weather, although coming back last
two days of week to \$9,500.

Room Service; 'Locust (2d week).

(1,400; \$2,50). Third engagement for
this comedy got tough break at start
and no line can be gotten on it as
yet; \$6,500 last week.

# **LUNT-FONTANNE** \$18,200, BALTO

Plenty of biz last week for the four-day booking of the Lunt and Fontanne 'Sea Gull' at Fords, Guild-

Fontanne 'Sea Guil' at Fords, Guild-ers did si shows, with virtual ca-pacity for every show. On heels of tremendous advance sale, garnered a salubrious S18,200.
Although the town is currently dark for legil, a full schedule is list-ed-ahead. April 4 will find Ford's with 'The Woman' and the indie-booked Maryland will get the latest George Abbott try. What a Life. 'Yes, My Darling Daughter' is slated to follow at Ford's.

Estimate for Last Week

The Sea Guilf. Fords (1,900: \$3.33)

The Sea Gull, Fords (1,900; \$3.33), our-day booking, with two maties included, got Lunt and Fonnine preem practical capacity to ango \$18.200.

### 'Frome' \$8,000, St. Loo

Frome \$6,000, St. Loos. March 22.
Walter Hampden in Ethan-Frome bogged down a bit as a b. o. flaw last week at the American. Swell-advance sale for Helen Haycs in Victoria Regina, current, points to \$30,000 for the best week during the current successful season. You Cart Take 1: With You' established the high so far with \$22,000.

Estimate for Last Week
Ethan Fron.e. American (1.707.
\$2.80). Collected \$8,000 for eight performances, only fair biz: 'Victoria
Regina' opened last night. (Monday)

### 'Road' \$12,500, Cincy

Cincinnati, March 22.
Cox, burg's ione legit, stand, regignted last week after three weeks of idleness and did smash biz, on Tobacco, Road as thentical week in the control of the control

### CAN'T TAKE IT' \$9.500. 5TH. FINAL WEEK I. A

Los Angeles, March 22. After five weeks of profitable trade with You Can't Take It With trade with You Can't Take It With You, the Biltmore is dark this week. Next, opening Monday (28), are the Abbey Players, in for two weeks. Biz on 'Can't Take It held strong to the finish.

strong to the finish.

Estimate for Last Week

You Can't Take 16 With You,

Biltmor. (C-1,656; \$2.75)—Wound up
with comfortable \$9,500; extra Sunday night performances helped swell the take substantially:

'Caesar and Cleepatra,' Hollywood Playhouse. Shaw farce opened Fri-day (18) and is set to remain un-til April 17; Joseph deStafani and Ilsa Lacoste are playing the lead

parts.

'Aladdin,' Mayan. Extravaganza
of the Far East; performances nightby Wednesday through Sunday, with
Saturday mats.

'Pursuit of Happiness,' Mason. Has another week to go; then Brothers, opening April 5.

# **'TAKE'** 17G, DET.; **RECORD 58G** 3 WEEKS

Defroit, March 22

Detroit, March. 22.

Something, of record for tained interest was hung up at the Cass on 'You Can't Take It With You' for a three-week stand, end-ing last Setunday (19). Final week's mark, following weeks of \$21,000 and \$20,000. Other plays have log and \$20,000. Other plays have log on the post-29 era, but few if any have been able to pull in as much during three weeks as this comedy's estimated '\$58,000. At least not in the last five years.

Current is 'My Darling Daughler'.

Current is My Darling Daughter, epeat engagement.

repeat engagement.

Estimate for Last Week

You Can't Take It with You, Case
(1900; \$2.75). With final stanza of
\$17.000, comedy set some sort of a
record, here for sustained activity at
the b. o., first two weeks were \$21,000
and \$30,000 respectively, for a grand
total of around \$56,000.

### 'RAT' O.K. \$11,000, PITT; 'CAN'T TAKE' CURRENT

Pittsburgh, March 22. Pittsburgh, March 22.
Plenty of steam left: Brother
Rat' on its return engagement here
last week. Show originally played
here last September and came back
at a lower top, \$1.50, to get close to
\$11,000, or only about three grain
short of the original figure at a
higher scale.

higher scale. Comedy started big tright from the gun, with both mats sellouts and closing evening performances playing to S.R.O. You Can't Take 1t With You, current, likely to duplicate second-visit smash, with conking advance sale for hit which played here only two months ago.

played here only two mouths ago:

More shows being pencilled into Nixon, with indications that house with how a lett legit closing in years. I Married man the state of the state show here and the second this season. Women next week and then Pitt Cap and Gown musical; Yes My Darling Daughter, final subscription play, and You Neyer, Know.

Estimate for tax week and week of the state of the state shows the state of the s

play, and You Never Know."

Estimate for Last Week

Brother Ral, Nixon (2,100; \$1.65)

Second time this season for comedy click and right up there among
the leaders at \$11,000. Only three
grand short of take last September,
when scale was \$2.20.

Daughter' \$8,400 Week

Erie, Pa., March 22.

Road company of Yes, My Darling Daughter, with Florence, Reed, Wourid up a string of one-night stands at Shea's here Sturday night with a total take of \$8,400 for the Week, Provious dates were at the Bijou, Chattanooga, Monday (14); School-house on The Lac, Riti de Douisville, Wednesday (16), and the Palace, Marion, O, Friday, Friday and Substance; Golden (18); Week Provious dates were at the Bijou, Chattanooga, Monday (14); Show movel to Deficial for a substance of the Company of the Company (18); Week (18); W -ugnter' \$8,400 Week

Erie, Pa., March 22.
Road company of Yes, My Darling spale of the season. Brother fail uponed a week's return engagement sunday (20) at \$226 top. Julius Caesa: 4 booking for week of April 23.
Estimate for Last Week Tobacco Road, Cox (1350; \$113.) Only light night was Monday (14); Mallow Road of the State of State

# B'way Grosses Rebound, 2 New Highs: 'Time' \$16,000, 'Town' 13G, 'Shadow' Up, Leaders May Improve This Week

### B'way Legit Grosses

Estimated Total Grosses
Last week \$276,800
(Based on 24 shows)
Total Grosses Same
Week Last Year . \$341,700
(Based on 25 Shows)

Business shot upward last week after being released from the Federal more than the stack they had lost. That should be completed this week, so far as the leaders are concerned, while two of the newer standouts went to new highs for the normal eight-performance week.

"On Be tweed Time notched up the stack they had lost. That should be the newer standouts went to new highs for the normal eight-performance week.

"On Be tweed Time notched up the stack state to the newer standouts went to new highs for the normal eight-performance week.

"On Be tweed Time notched up to the stage of the newer standouts went to new highs for the normal eight-performance week.

"On Be the stage of the new the state of the newer than the stage of the stage of the standout and the stage of the standout and the stage of the stage went of fanal weeks advanced The Star Wagon. Toward \$15,000, and Susan and God "elaimed it returned to the \$19,000 gait. Definite pickup was, also thue of Golden Boy' and cals. "Id Rather Be Right, partially recovered and the same went for Hooray for What!"

Syring arrived on schedule, with the themperature abnormally high, but the sudden mild weather did not seem to handleap theatregoing early this week. Plans for the spring period, however, are not as dotted with the week. Plans for the spring period, however, are not as dotted with the week. Plans for the spring period, however, are not as dotted with the week. Plans for the spring period, however, are not as dotted with the week. Plans for the spring period, however, are not as dotted with the week. Plans for the spring period, however, are not as dotted with the week of the spring period of the spring period of the spring period of the spring period. However, are not as dotted with the week of the spring period of the spring period of the spring period. However, are not as dotted with the week of the spring period of the spring period of the spring period of the spring period. The spring period of the spring period of the spring period of the spring period

week, \$5,800.

"All the Living," Fulton (1st week)
(D-913-\$5.30). Presented by Cheryl
(Trawford, in association with John
Stillman, Jr., written, by Hardie Albright; based on book, I Knew 3,000
Lunatics," opens. tomorrow (Thursday)

Lunaties; opens comoved day).

'Bachelor Born,' Lyceum (9th week) (C-957, \$3.30). Looks set through spring period; strong Satthrough spring period; strong Saturday matinee (19) helped and the gross mounted to around \$9,000.

'Brother Rat,' Ambassador (67th week) (C-1,156-52.20). Little change here last, week; business around \$4,000 or slightly more; around eventoral.

hère last week; business aronna, 43,000 or slightly more; around even break.

Golden Boy, Belasco (21st week) (C-1,000-\$3.30). Came back almost to normal; one of the senson's most consistent successes, has not had a "Mooray for What! Winter Garden, (17th week) (M-1,871-\$4.40). Trend upward provided somewhat better going for major musical, which improved to around \$22.500.

Td Rather Be Right! Alvin (21st week) (M-1,335-\$44.0). Picked up throughout week and night attendance back to normal or virtual pad (18th week) (D-1,019-\$2.75). Came back partially and should further improve; rated around \$8,000 inst week.

'On Borrowed Time,' Longace

pace, partunity and should further-improve; rated around \$8,000 last.

On Borrowed Time. Longacre
(8th week) (D-1.019-\$3.0). Seems to
be getting stronger and will probably become the number one straight
play; over \$16,000 last week, best
normal gross to date.

Our Town, Morosco 18th, week).

Our Town, Morosco 18th, week).

Classification of the straight
play; over \$16,000 last week, best
normal gross to date.

Our Town, Morosco 18th, week).

Our Town, Morosco 18th, week

Town, Morosco 18th, week

Our Town, Morosco 18th, week

Our Town, Morosco 18th, week

Town, Morosco

Gordon; written by Clare Kummer; came in after second tryout; upened Monday (21).

"Susan and God," Plymouth (25th week) (CD - 1,106 - 53.30). Claimed jump of \$2,000, which gave straight play front runner \$19,000—its normal gait.

The Hill Between, Little, Stopped

plant from runner \$19,000—its norlay from runner \$19,000—its norThe Hill Between, Little, Stopped,
after week and five performances:
trying to get fresh bankroll, but
sumption unlikely.

The Star Wagon, Empire (26th
week) (CD-1,096-533-0). Goes toroad after another two weeks; announcement of engagement's end
helped the upswing; around \$15,000.

The Women, Barrymore (56th
week) (CD-1,755-53-30). Aided by
agencies for time, but business not
strong; question if engagement will
last much longer; \$13,000 estimated.
Tobacco Road, Forrest (22th
week) (C-1,107-\$1,65). Always gets
where the star weeks and the strong of the strong of the strong
there were the strong of the strong
there were the strong of the strong
there are the strong of the strong
the strong of the strong of the strong of the strong
the strong of the strong o

gagement another, week or longer according to business.

Added
Plns and Needles, Labor Slage
(1th week) (R.500-\$273). One of
the shown rated having good chance
well metal having good chance
well in small house; \$9,000 in outley
well in Small book. Mercury (12th
week) (M.682-\$2.20). Going out after
another week; business not up to expectations, with slight profit at
\$5,000.

Revivals

Julius Caesar' and Shaemaker's
Holiday. National (20th week)
(1,164-\$2.20-\$2.75). Very good Saturday, takings, approximately \$5,500;
after any control of the state of the state

average gross lately; moves back to Mercury soon.

'A Doll's House,' Broadhurst (13th week) (D-1,116-33.30). Several clos-ing dates mentioned; still fair money; around \$9,000.

round \$9,000.

WPA

Prologue to Glory, Elliott, pressivided, but one raye notice.

Haiti, Lafayette, Harlem, okay.

One Third of Nation, Adelphi,

too relief attraction here.

Pewer, 49th Street; repeat; limited.

### ABBEY PLAYERS \$9.000. SECOND WEEK, FRISCO

San Francisco, March 22.
Abbey Players finished the second stariza at the Curran theare to good bit. Amazing Dr. Clitterhouse at Character at the Curran theare to good the Character of the Character at the Char

lcf. a run of .wo weeks. Me annu, by Mary Chase, opened. last night \$Monday).

Estimates for Last Week
Abbey Players, Curran (3d week).

1,500; \$5.50)—Second weeks. take of \$9,000 same as first; repetions company from Ireland getting great reception; will move to Lox Angless for two-weeks' run after-one-more-starb, here.

1,500; \$2.50)—Latest production by Arthur J. Beckhard Johded Stuffer (19) after negligible biz. Cast includes John Eldredge, Leona Maricle, Clarcace. Derwent and Esther Dale.

Amazing Dr. Clitterhouse; Alexair (1,269; \$1.10)—Additional performance given Sunday might, 1201, closing the two-week run. Me Third' opened last night (Mondays).

# Met Hits 75G Note, Season's Tops, In Final Week; Symph, Kiepura OK

Metropolitan Opera's finale last week for the 1937-38 scason was its most resonant so far. Last stanza clanged to the tune of \$75,000, best of the season.

rive of the seven performances during the weck were selfouts. Esti-mated that the Met wound up at about \$14,000 in the red for the sea-son, but expects to recoup that on its road tour. Five of the seven performances

Its road four.

Philharmonic-Symph did its usually good biz John Barbirolli conducting and Robert Casadesus as the piano soloist for Thursday night, Friday afternoon and Sunday after-

Jan Kiepura Met's Polish tenor, drew a near-packed house of compatriots to Carnegie Hall in his first U. S. concert on Saturday (19).

### Estimates for Last Week

Estimates for Last Week
Metropolitan Opera Co., Met Opera
House (3,380; \$7-\$45.0) (16th week,
final). Saven performances sent Met's
take to the best of season in its final
week, including five sellouts and the
Friday (18) afternoon benefit of
Parsital, which went for a \$10 top.
Sunday (20) night special show in
honor of Giovanni Martinelli's 25th
year with the Met, at \$6 top, was
also a sellout, drawing about \$10,000.
Philharmonic - Symph, Carnegie
Hall (2,760; \$3-\$2-\$1.75) (22d week).
Thursday night, Friday afternoon,
Sunday afternoon (17, 18, 20). John
Barbirolli, conductor, Robert Casadesis, soloist. Estimated good \$13,000,
not much in variance with other
weeks.

Jan Klepura, Carnegie Hall 10,726.

yacks.

Jan Kiepura, Carnegie Hall (2.760; \$3.30-\$1.10). Saturday afternoon (19), first-concert in this country, drew a near sellout, about \$4,000.

### GIGLI SEEN RETURNING TO MET NEXT SEASON

Benjamino Gigli may return to the Metropolitan Opera next season for the first time in nearly 10 years. Italian tenor is booked for a U.S. concert four next fall and is under-stood to be virtually set for several weeks at the Met.

weeks at the Met.
Singer left the Met after a scrap
with Gatti-Casazza, at that time general manager, rather than accept a
salary cut with the rest of the company. Not known what arrangement,
Gigli has with the present management, but it's reported deal calls for
the Met to pay off an old income tax
the government has had hanging fire
against the singer since his last concert season in this country.
Gigli currently booked for

Gigli currently booked for European tour, which also calls for picture work,

### Lawrence Tibbett Leaving For Aussie Concert Tour

Lawrence Tibbett leaves late this week for his Australian concert tour. Baritone sails from Los Angeles next Tuesday (29) and fills his first date April 7 in Honolulu.

April 7 in ronounu.

Then to Australia, where his tour opens April 18. Plans to remain there about six months, for 40-odd dates, exact number depending on business. Then back to the U.S. Winds up his radio series for Chesterfield to night radio series for Chesterfield tonight (Wednesday), with Grace Moore re-

### Shows in Rehearsal

'The Circle' (revival) — Wil-am A. Brady. 'Eye on the Sparrow'—Girvan Higginson. 'I Married An Angel'—Dwight

Wiman.
'What a Life'—George Abbott.
'The Wild Duck' (revival)—

Henry Forbes. 'Heartbreak House' (revival)

—Mcreury.
'Simply Henry Hogg'—Thea-tre Guild and Actors Rep.

### Schelling's Resignation As Baito Symph Leader Eases Janssen Chance

Baltimore, March 22.
Resignation last week of Ernest Schelling as conductor of the Baltimore Symphony, cleared up a local situation that was beginning to take on proportions of a real brawl. Schelling, who was engaged to conduct the municipally controlled symph two years ago, was unable to take hold this year because of personal illness and the death of his wife. To fill the temporary vacancy, Frederick R. Huber, municipal director of music, signed Werner Janssen, arriving in Baltimore with his wife. Ann Harding, added considerable color to local setup, at the same time doing a really workmanlike job. Brief season has been sold out at every concert with tickets usually at a premium two hours.

sold out at every concert with uck-ets usually at a premium two hours after sale openings. Symph's suc-cess, attracting much local interest, prompted a move to re-engage Jans-sen for the coming season and a pe-tition signed by the members of the orchestra was presented to Huber.

orchestra was presented to Huber. Official burned, reminding tooters that they were paid to play, not hire a leader. Later issued a statement that Schelling was still maestro and in recognition of his previous work. cspecially with the successful children's concerts, which had been continued by Janssen, was entitled to first call. Plenty of fireworks, with both Schelling and Janssen innocently in the middle and Huber on a hot spot. Shelling's resignation eased matters somewhat, but nothing definite regarding Janssen's re-engagement yet.

### 'Othello' at Carnegie

Pittsburgh, March 22, has been picked this year for the annual Shakespearian production of the Carnegie Tech drama school, which has produced 27 of the Bard's works since the department was founded in 1914 Show is being directed by Prof. E. W. Hickman, of the faculty, and will be presented for 13 performances.

B. Iden Payne and the second performances.

B. Iden Payne started the Shake. b. iden Payne started the Shake-spearian cycle at Tech and even after leaving school returned an-nually to stage the production until be was named director of the Shake-spearian Festival at Stratford-on-Avon three seasons ago.



### DETROIT SYMPH PLANS FOR 25TH ANNIVERSARY

Detroit, March 22.
Elaborate plans being made for Detroit Symphony's 25th anniversary in the fall. Twenty-one weeks already skedded for the season, with first subscription concert set for Nov. 3 in Orchestra Hall. Franco Ghione, recently signed for three years, will continue as chief batoner, with Vicor Kolar handling the pon concerts. tor Kolar handling the pop concerts, young people's series and industrial

Local Symph also has following soloists lined up: Jascha Heifetz, Richard Crooks, Gregor Piatigorsky, Robert Casadesus and Mafalda

Soloists set for 45th annual May Festival a Ann Arbor, May 11-14, include, besides the Philadelphia Symph, with Eugene Ormandy, the following: Marian An Ierson, assisted by U. of Michigan Chorus; Agnes Davis, Arthur "Hackett, Chase Baromeo and Arthur Rubinstein, in and Arbord Maria Charles and Arthur Rubinstein, in and Arbord Rubinstein, in an arbord Rubinstein, in arbord Rubinstein, in an arbord Rubinstein, in an arbord Rubinstein, in an arbord Rubinstein, in an arbord Rubinstein, in arbord Rubinstein, romeo and Arthur Rubinstein, in an all-Russian program. Albert Spalding and the Young People's Festival Chorus, Hardin A. Van Deusen, Nino Martini and Marjorie Lawrence will be in an all-Wagner program.

Final program, will be Carmen, with Giovanni Martinelli, Hackett, Richard Bonelli, Bruna Castagna and Bacomeo.

# LUNTINROW WITH GUILD'S FEMME P.A.

Baltimore, March 22.

After a scrap with Alfred Lunt during the engagement of The Sea Guil' here last week, Helen Deutsch was out for two days as p.a. for the Theatre Guild show. Athough the row was patched up later, her status is understood to be still in the air. She still is in charge of Guild publicity and, nominally at least, continues to handle 'Gull,' which Boston this week.

Battle with Lunt occurred after. Tuesday night's (15) rehearsal of the show, on the eve of the preem, Miss Deutsch tangled with the actor after Lynn Fontanne had refused, because of illness, to continue posing for publicity pictures. Lunt, who is also a member of the Guild board of directors, was reported to have notified other board members that he would refuse to have Miss beutsch associated again with shows. have notified other board memors that he would refuse to have Miss Deutsch associated again with shows in which he and Miss Fontanne ap-

Deutsch associated again with sun-in which he and Miss Fontanne ap-pear.
P.a. was understood to have sub-sequently made a special trip here from New York to settle the quar-rel. Matter was taken up with the 'Gull' company and Miss Deutsch told she might continue tentatively.

Reports on Broadway for some time have been to the effect that Helen Deutsch might form a partnership next season with Richard Maney. Latter is currently handling three New York presentations, 'The Star Wagon' (Guthrie McClintic), 'Schoolhouse on the Lot' (Philip Dunning) and the hoke meller, 'The Fireman's Flame' (Krimskys). meller, 'Ti (Krimskys).

## Dramatizing Air Show

For what is believed to be the first time in show biz history a sketch done on the air may be reduamatized for the stage. 'Pierrot and Pierrette,' for the stage. Pierrot and Pierrette, by Hartley Renaud and Sldney Cookand directed on the Metro Maxwell House radio show, is wanted for the Jewish Theatrieal Guild benefit on April 3. Okay is being sought for Jed Harris to direct Martha Scott, John Craven and Frank Craven in it. Mare Blitzstein's radio piece. Twe Got the Tune, was previously used in legit theatre for a benefit, but the piece was not redurantized. It was put on exactly as it was done in radio.

### 2 Bankrupt in N. Y.

Z Bankrupt in IV. I.
Voluntary petitions in bankruptey
were filed by two New Yorkers in
N. Y. tederal court this week. They
were William C. Gassner. concert
manager. and Marguerita S. Smith.
actress and music teacher.
Gassner's debts were listed at
33.302; no assets. Miss Smith has
debts of \$1.836, according to her petition.

## **Equity Nominations**

(Continued from page 55)

posed to the younger element which had placed Burgess Meredith in of-fice as acting president was one of the surprises. There were interrup-tions and the inevitable WPA: quabtions and the inevitable WPA: quadrable was injected into the proceedings after the vote for the nominating committee was finished. It was considered significant that the younger group leaders who used to rise to points of order, tax the chair with queries and introduce resolutions one after another, were mute.

after another, were mitte.

There was an attempt to override
the council's ruling of last week
favoring a non-salaried president.
Post carried a salary when occupied
by Frank Gillmore, but upon his reent withdrawal and Meredith's elevation, it has been honorary. There
is no provision either in the constitution or by-laws fixing the pay of
Equity officer. Matter is entirely up
to the will of the council and only
an amendment could effect a change.
Opposition to a policy of a non-pa an amendment could effect a change.
Opposition to a policy of a non-pais understood based on the idea that
making the office an honorary one
makes it impossible for a topnotch
actor to take the job. Pointed out
that in the case of Meredith, for instance, he has made considerable
personal sacrifice to handle the association's affairs.

sociation's attaint.
Furthermore, with "The Star Wagon' leaving soon on an eight-weck tour, the acting prez will be unable to carry on the various matters occupying his attention. Accordio this view, the council might have left the matter of a presidential calary insential on the proprieting companies. left the matter of a presidential calary unsettled so the nominating committee could be freer in making a selection. Council could decide on a salary and its actual amount afterward. Those who protested the no-salary edict at the meeting were told the matter was settled and 'nothing can be done.'

can be done."

In any event it thought likely that if there is a change in the council feeling in the matter, the salary would be less than the \$12,500 paid Gillmore. Latter's salary was actually \$15,000, but he returned \$50 weekly of his own volition. When the matter of paying the prez was taken up at various times, Equity's membership was much larger than now.

WPA Issue
Subject of the Federal Theatre
Project and the number of amateurs
who might obtain Equity membership was a rehash of charges made
at an unofficial, independent meeting held the week previous. Meredith repeated a statement issued before that no plan to take in WPA
theatre people is being considered.
Possibility irritated the older actors,
however.

theatre people is being considered. Possibility irritated the older actors however. Conservative slate, which was elected, consisted of Frank Craven, Wallace Ford, Charles Dow Clark. Thomas W. Ross, Nanee O'Nell and Selena Royle. Younger or progressive group's candidates were Alfred Lunt, Orson Welles, Kenneth MacKenna, Dudley Digges, Margaret Wycherley and Margaret Fuller, Other nominees who failed to figure were Ed Wynn, John Alexander, Violet Heming, Owen Coll. Lloyd Gough and John C. King. Although members of the council were prohibited from electioneering, he conservatives issued circulars naming their candidates, attached to a warning to be present at the meeting because. There was at one time a strong active minority within our organization which has at times become a dominating force. This condition was brought about by an apathetic attitude and false sense of security on the part of a large number of loyal Equity members in their failure to attend our public meetings and remain to the end. We, fully realize that, many members are highly incensed and irritated by the lack of decorum at our meetings. Here lies the remedy. It had been charged that the radicals wished to 'transform Equity magazine into cheap, blantan news sheet with a Communistic editor; substitute the closed shop for the Equity shop, abrogate the Equitymanager contract; lower initiation fees and dues; give junior members full voting power; open the door to all amateurs. they may become junior members; dump the whole Federal Theater Project into Equity, as a department, turn over Equity's A. F. of L. charter to the International Alliance of Theatreal Stage Employees.

Equity-Guild Dispute.

Although all elements within

Equity-Guild Dispute

Equity-Guild Dispute
Although all elements within
Equity are now actively concentrating on the coming elections, the recent dispute with Kenneth Thomson, executive-secretary of the
Screen Actors Guild, is still an is-

sue with certain of the so-called radicals. Philip Locb and George Heller, leaders of the group, recently wrote to the SAG board to protest against Thomson's actions on his recent trip east and his subsequent report to the board princip in the Guild magazine.

Although the letter declared

in the Guild magazine.

Although the letter declared Thomson's report was inaccurate and unjust and called on the board to discipline him, that body unanimously endorsed the actions of its executive-secretary and ignored the Loeb-Heller missive. Pointed out that the letter represented only the personal opinion of the writers (both of whom Equity council members) and was not authorized by the council membership.

Open indication of the attitude of the Hollywood contingent in Equity was given two days before last Friwas given two days before last Friday's meeting when a message from 32 of the members on the Coast was made public. Message stated, We believe a majority of the 950 paiding members of Equity on the West Coast unable to be present (at the meeting) would strongly object to a nominating committee selected by a minority group controlled by Messrs, Philip Leeb, George Heller, John Brown and Robert Reid.

John Brown and Robert Reid.

Signers included Conrad Nagel,
Johns Brown and Robert Reid.

Signers included Conrad Nagel,
James Cagney, Frank and Ralph
Morgan, Adolph Menjou, Chester
Morris, Edward Arnold, Kenneth
Thomson, Boris Karloff, Andrew
Tombes, C. Harry, Gordon, Paul
Harvey, Henry Stephenson, Howard
Heckman, Robert Young, Humphrey
Bogart, Porter Hall, Harlan Tucker,
Paul S. Guilfoil, Russell Hicks, Don
Woods, Charles Trowbridge, Raymond Walburn, Elizabeth Risdon,
Otto Kriger, Jack Halliday, Walter
Clark, George Meeker, Leon Ames,
Paul Fix, Donald Dilloway and Russell Hopton. Number of the group
were active in Equity affairs before
going to the Coast, several having
been council members.

### Summer Candidates

(Continued from page 55)

include only

two shows weekly.

Weekly.

Possible summer musicals are just as intangible or absent as in recent years, despite the steady increase of cooling systems. For the past two or three summers there was but one musical. This time will see some improvement if 'Right' and 'Pins'

Survive.

One new musical, You Never Know, opened promisingly on the road two weeks ago, but may be kept out and is reported aimed for a summer stay in Chicago. Another, I Married an Angel, is being readied and may stay on tour also, but may be a May arrival on Broadway, Only other possibility is an intimate musical rumored for a summer preem at the Music Box. Max Gordon and Sam H. Harris are menintimate musical rumored for a sum-mer preem at the Music Box. Max Gordon and Sam H. Harris are men-tioned as co-producers, and it will be written by Harold J. Rome and Charles Friedman (of Pins and Needles). Still mostly rumor, though.

### 'Who'-Aussie Deal

Negotiations for 20-week Australian tour of 'Who's Who,' B'way musical, eurrently being earried on between Sam Grisman and Albert Hanlon, representative of the Fuller Aussic interests.



### SUMMER STOCK THEATRE AVAILABLE

Excellent location, swank resort section. 350 seats, stage, real proposition right party.

Box 97, Variety, New York

# Plays Abroad

### Death on the Table

London, March 12, bedy in three acts by Dr. Guy Beau pand Michael Pertusen. Persented pand Michael Pertusen. Persented call Dean at the Strand, London.

Kemp Kemp Kay Walsh Street Coke Billy Shine eer Willens Water Coke Ryder. Hartisy Powerth Communication of Company of the Communication of Company Communication. Hugh McDermott In Hugh McDermott J. Rydet Salew Detroits and Strand Communication. Particle Salew Communication of Sale Perturbation.

This comedy has enough farcical situations for almost two plays. If the title-isn't grim enough to repel prospective customers, the play should be a success, and deserves American presentation.

American presentation.

Two things in the script indicate youth. First is the abundance of plots second is the courage to lay all the scenes in a surgical clinic, even to the actual showing of an entire operation.

entire 'operation.'
Piece was tried out in Richmond recently, and tightened up but the deletion of some of the country dialog, clever as its, and one or two. Indirous situations, would hasten the plot and improve it.

hasten the plot and improve it.

Play deals with an American big abot gangster, who comes to the private nursing home of a titled Harley street surgeon, and offere a big street surgeon, and the street surgeon in the surgeon in the street surg

humorous situations
Piece well produced by Basil
Dean; also intelligently cast. Hartley Power, as the gangster, is gotas usual, as the gangster, is gotas usual, by Cameron Hall, as the
clinic's porter.

### Das Horoskop Seiner Lordschaft

('Horoscope of Eis Lordship' Berlin, March 12.

Camely in six scene by Detrich Loder, based on a novel by Oscar Wilde. Dietrich Loder, breed on a novel by Oscar Wilde. Dietcick by Paul Otto. At Kammerspiele, Berlin. Ir Oliver Lillburn Max Guelstorff Gladys, his daughter — Sabher Peters Lady Mary Wyston — Gerda Maruse Lady Marible Moss. Charlotte Schultz Bady Marible Moss. Charlotte Schultz Professor Perkins — Ocar Dimorth Jerulan Brooks. — Anto Pointer Lord Alfred Kyne. — Hand Brousewetter Misk Lizzl Carrington — Uraula Grabley Robert Marshall — Azel von Ambessor Bischwell. — Charle Erroker

Good comedy material gainered from a short story by Oscar Wilde. The Crime of Lord Arthux Salville, but without any of the annoying spigrams usually penned by Wilde. Play holds bright dialog, amusing situations, pleasant characters of the smart drawing-room type, and system of the programme beyond the average is, the resourceful staging.

Infortunately, the central idea of

that moves nimbly. But what places is the performance beyond the average is the resourceful staging.

Unfortunately, the central idea of the play, the burglary determined by the horoscope, is too transparent a hoax. It sends off young Lord Alfred Kyne to fulfill the horoscope prediction firmly believed in by Sir Oliver, whose daughter, Gladys Kyne wants to marry. For accord the work of the control of the con

### I FIGLI

Traing in these acids by Romat March 12.

Traing in these acids by Romata Mughinl.
Produced by the Pagnani-Calenic Co. Stars Adults and Engagani, Carlot Calente. c. the Mughini, Itome.

This tirams, which won for Renata Mushini, hither unknown authorses, the 13 considered typical of the rounger scheet and the product of the first Panamerican Union established in Washington.

Julia Marlowe in Egypt Cairo, March 12, 1918 a certain, sociological interest, but as drama i, would not interest audiences outside of Italy.

Hero and heroine are Robbi and Titti, whoin we see as fellow skitiers, in the first act, fellow students in the second and who finally, in the interest of the first act, fellow students in the second and who finally, in the interest of the first act fellow students in the second and who finally, in the interest act fellow students in the second and who finally, in the interest act fellow students in the second and who finally, in the interest act fellow students in the second and who finally, in the interest act fellow students in the second and who finally, in the interest act fellow students in the can't stand Broadway when the sometimes come in the classy Secontamis 10 days before it repend.

See any sites Panamerican Union established in Washington.

manner and Robbi tells Titti, who wants to join the Red Cross and go to Africa, too, that woman's place is at home. This seems a slight contradiction to what Titti seemed to be establishing in the first two acts, namely, that girls could skt and study just as well as boys.

Zo.version of Robbi's mother to the fascist point of view after bitter rebellion is also salivnt to the plot. Sages which may have political interest and lyric cuality, but little dramatic value.

### Paris Tries Midnight Theatre as Answer To Late Legit Problem

Paris, March 14.
While New York is talking about a 10 o'clock curtain to give theatregers plenty of time for dinner and traffic jams, Paris has gone one better and opened a Theatre de Minuit.—Midnight theatre. Theatre de Dix Heueres (10 o'clock) has been runing for some time but at present is shuttered.
Another item which

ning for some time but at present is shuttered.

Another item which is responsible for this action is the late starting hour of the last show at many of the large chemas. Feature picture starts the last run as late as 11:30 in many local showcases.

Theatre de Minuit is managed by Raymond Rouleau, who directed first play being offered, Priestley's Dahgerous Corner, adapted for the French by Smitch last for ladden also has one of the leading roles in the cast that includes Volanda Lafon, Jean Davy, Tania Balachova, Andre Fouche, Andree Mery and Gaby Silvia.

Andre Fouche, and Gaby Silvia.

Rouleau believes that few theatregoers will object to the late starting four and since there is no intermission the play finished about hour and since there is no inter-mission the play finished about two o'clock, which is early enough for anyone wishing further enter-tainment. House is in the center of Montmarte, which is just getting under way about that time.

During afternoon and evening the During afternoon and evening the house, otherwise known as Theatre Pigalle, is a cinema. Last show winds up at 11:55 p.m., making curtain for legit at 12:15. Cinema patrons at the last show are given special vates to stay and attend the play. Large bar has been installed in the house to accommodate early comers, since they cannot be seated on arrival.

### Town of Orange, France, Seen as an Art Shrine

Paris, March 15.

Ancient town of Orange, whose I,800-year-old theatre became hational when Jacques Rouche, director of the Paris Opera, was named director, making an effort to become the summer capital of musicand drama. France.

Fortnight of productions have been planned for this summer as the beginning of what Rouche hopes will develop the town into the 'international shrine for the pilgrims of music, art and drama. Works of Moliere, Racine, Corneille, Bizet and Gounde will, be played during the two weeks with a gala performance of 'Carmen' on Bizet's 100th versary.

Talent will be Faceboard.

versary.

Talent will be French for the most part, although Rouche says other nationalities will be represented when he thinks befter tists can be found abroad.

### Panamerican Expo in '39

Buenos Aires, March 15. Buenos Aires, Maren, 15.

Michel A, Pienrid, public relations
counsel, of, Washington, who; arrived
here last week, has plans for a
permanent Panamerican exposition
which he will open in B. A. April
14, 1939, under the.
American Metropolis.

Date, will be the 50th anniversary
of the first Panamerican Union established in Washington.

### Paris Plans Summer Shows to Draw Tourists

Paris, March 15.

Paris is going to make an effort to keep the tourists coming during the coming summer, expo or no. Fetes committee, headed by Fran-cois Latour and Georges de Wissant, Fetes committee headed by Fran-cois Latour and Georges de Wissant, has just completed its list of nine fetes planned for the Saison de Paris, To take place between May 15 and Aug. 1, these come-on demonof the big show of last year, are reckoned to have an appeal

reckoned to have an appeal.

First planned is the Procession of Light, followed by a nautical weekend with a program of races for various types of boats to be held on the Seine. Soir de la Rose' (Evening of the Rose) will be held at Bagatelle. There will be two musical festivals, the first celebrating the centenary of the Requiem of Berlioz, and the other will be an homage to Ravel, and the annual Vray Mistere de la Passion' will again be performed on the parvis of the Cathedral of Notre-Dame.

# Coward 'Operette' Disappoints, 'Com' **Please London**

London, March 22.

'Operette,' Noel Coward's new piece, opened at His Majesty's last Wednesday (16). Play, deals with the same Edwardian backstage life as 'Bitter Sweet' and distinctly disappointing. However, Coward's tag should attract coin for a limited time. John C. Wilson produced the all-Coward authored arrival, which did three break-in weeks at the Opera house, Manchester. Peggy Wood, Fritzi Massary, Irene Vanbrugh and Griffith Jones have top spots.

Toss of a Coin, first of Walter Hackett's annual farce-thriller series, opened at the Vaudeville last Thursday (17), Stars Marion Lorne, author-producer's wife. Was well received.

'Dodsworth' will close Dodsworth will close at the Palace, April 2, according to pro-visional notice already posted. Meanwhile the Yank importation is playing the two-for-one prices: Countess Maritza will succeed.

'Mary Goes to See' due to close t the Haymarket next Saturday

### Tucker-Foster Units May Merge for London

London, March 15. Charlie Tucker and George and Harry Foster are considering joining their vaudeville units into a whole their vaudeville units into a whole production, which they intend to present in the West End twice nightly. Former's unit, 'Variety Show Boat,' comprises Billy Bennett, Hutch, Owen McGiveney and Bill Balley as the stars, while 'Taking Off,' the Fosters' unit, has Florence Desmond, Ross and Stone, Dick Henderson and the Five Cleveres.

Both shows have been doing big in the sticks, with the Tucker unit-breaking records most spots.

### **Current London Plays**

(With Dates When Opened)

# Cabarets Popular With Jap Youth So Govt. May Let in U. S. Films

### Reich Actors' Insurance

Berlin, March 14.

Compulsory old age insurance for actors has been inaugurated, which demands membership of thesper. Main support of the or-ganization comes from the theatre-goer, who is forced to contribute 2c. on every ticket.

Revenue is figured to bring about \$200,000 annually.

### Comedie-Francaise To Shutter for Month: First Time in History

Paris, March 15.

Paris, March 15.
For the first time in its history the Comedie-Francaise will shutter for one month during the coming summer. In accordance with a decision just taken by Minister of National Education Jean Zay, the theatre will close its doors for 30 days, this year and next year between July 15 and Aug 15. After next year, a permanent ruling will be taken and the date decided upon will then become fixed for good.

Reason for closing its scalely the

come fixed for good.

Reason for closing is mainly the
new social legislation which called
for paid vacations for everyone from
the doorman to the best known pensionnaires. Attempt was first made
to arrange vacations in rotation, but
it was found to be impracticable. It
was also pointed out that during this
time the b.o. returns are exceedingly
low, so the decision for the month's
shuttering was made.

Of the four state subsidized the

of the four state subsidized thea-tres, the Opera, the Odeon, the Comedie-Française and the Operathe only one which has so far re-mained open throughout the year.

### Joe Howard

(Continued from page 49)

and getting farther along the calendar—George Raft. He once regretfully fired Raft from a vaudeville act for smoking backstage in violation of the fire laws. Didn't mind the smoking but couldn't keep Raft in tuxedos; seems Raft had a habit of dousing burning butts in his tux pocket; when a fireman appeared.

pocket: when a fireman appeared.
Howard has no elaborate schedule
for keeping fit but confines drinking
to a nightcap before retiring and one
or two eigertes a day. Has a definite
philosophy of life, which he
plained between rehearsles of the
new Gay Nincties show.

"The hoad time book that wats an actor

new Gay Nincties show.

"It's looking back that gets an actor down,' he said. It's all right to look back on pleasant memories, but it's today that has to be concentrated on. The seen good performers, much younger than I, come in here already licked and beaten because things afent' what they used to be. The only answer to that has whiskers, but it's still good 'No, and they never were."

When an actor starts moaning and groaning about how big he used to be, he might as well pack up his makeup box. He's through. I've never had but one idea. Keep working. Maybe my name isn't decorating the marquee in front of a big musical comedy, but I'm in harness and that's the only way life is worth while to me. Most actors hate to step down. They aren't satsfied to have had their day. No one in private life expects to be the same at 50 as he was at 25. But if an actor doesn't like the world as it. he When an actor starts moaning and roaning about how big he used to doesn't like the world as it he builds a dream world and lives in that. The trouble with that is he has to live in it alone.

Howard spoke fondly of the days when he produced such musicals as 'Stubborn Cinderella'—but he's look-

Tokyo, March 4.

Disturbed by the frivolous tendenies of Japanese youth in patronizing bars, cabarets and mahiong
clubs during such turbulent times,
the police this week staged a series
of raids on such places. Over 2,000
boys and a number of girls were
caught in the dragnet, but were immediately released after a severs
lecture and grilling.

During the quizzing of the kids,
the police uncovered a line of
thought which may eventually reflect to the benefit of distribs of
freeign flickers here. When asked
to explain why so many youngsters were idling away their time in
the speakeasies, replies are said to
have been almost invariably that
present restrictions on dancehalls
and other forms of amusements
drive them into the dens of indiquity.

Big surprise of the roundup was
when some of the juniors pointed
out that the situation may become
considerably worse when pic spots
are no longer able to dish out foreign films. Not having given previous consideration to such an
angle, the Home Office which supervises the police, went into a series of huddles on the matter.

While no official statements have
been issued regarding probable action, it is rumored that the Home
Office inclined to recommend to
the Finance Office that the present
ban be lifted, at least partially.
Under a plan reported to be under
discussion, the Home Office would
see to it that foreign subjects of
only the very highest moral standard would be permitted entry and
that programs would be interspersed
with plenty of newsreels, Japanese
cultural subjects and other editying
film fare,

Doubtless there is a lot of truth
to the prospect of youngsters giving
film fare,

Doubtless there is a lot of truth
to the prospect of youngsters giving
film fare,

Doubtless there is a lot of truth
to the prospect of youngsters giving
film fare,

Doubtless there is a lot of truth
to the prospect of youngsters giving
film fare,

that and a Home Office recommendation to bring about a lifting of the foreign picture ban.

When present rumors were brought to the attention of several of the American distribs, the unanimous opinion was that it's a lot of hooey. William Piper, Par's Japan manager, holds that the whole thing is just a lot of talk and stands little or no chance of being put into operation.

thing is just a lot of talk and stands tittle or no chance of being put into operation.

More practical possibility for overcoming the woes of the foreign distribs here seems to be in the plan of which H. Kubo, Jap attorney, has up his sleeve. As yet, no definite steps have been taken to consider the plan although a meeting between Hubo and the American Motion Pleture Assn. was held Tuesday. At that confab, Kubo claimed that certain phases of the proposition had yet to be ironed out but that the whole thing would be ready for discussion in about a week. At the Tuesday meeting, Kubo is also quoted as having given assurance that if and when the plan is accepted by the Americans, the Finance Office will give its official blessing.

Finance Office will give its official blessing.

Manchukuo monopoly proposition remains status quo, nothing new having developed at the meeting between that org and the AMPA, held a week ago. Reports trickling in from Manchukuo continue to indicate that exhibs there are in a bad way on account of inability to show American filckers.

### Mahoney-Evie Hayes Set Date for March 26

London, March 22.

London, March 22.

Date for Will Mahoney's marriage to Evic Hayes set for March 26.

Comic-dancer will marry his partner at Caxton Hall register office.

### **Tobis Signing Stagers**

Moward spoke fondly of the days when he produced such musicals as Stubborn Chiderella—but he's looking. Forward to singing T Wonder Who's Kissing Her Now in a musical of the same name to make its bownext fall. Bringing the famous song lack to Broadway will be 75th birthday present for the indomitable Mr. Howard.

Yacht Club Boys follow the Howards in the Versailles. Debut date dependent on the exit of the brothers.

### Winchell-Mirror Pout

Walter Winchell and the New York Mirror are pouting. It's a combination of business office strings, orders W. R. Hearst, Jr. and Charles McCabe the Mirror publisher, plus instructions on what's tabu in his instructions on what's table in his column. Blowoff almost occurred last week when Winchell resigned four times in three days. On two of these occasions, Joe Connolly, head of King Features, which syndicates his column, smoothed matters.

of king reatures, which syntacts his column, smoothed matters.

Those who follow the columns closely might have wondered whatwas away when one Winchell column last week called the International Casino the 44th St. Casino, and also labeled the Casa Manana the Casa Billy Rose and the French Casino. An order not to use the Casa any more was behind this, it being Winchell's journalistic gag to switch tags that way. But somehow Casa Manana got through, which was the result of columnist taking exception to Publisher McCabe's instructions to lay off the Casa Manana because it was said to have been overplugged. Latter is reported to have admitted, anonymous squawks that admitted anonymous squawks that 'Winchell must have a piece of the joint' were behind it, to which the joint were behind it, to which the newspaperman retorted that that's old stuff with him in all his years in the business, and that undoubtedly some competitive Broadway joint was squawking.

some competitive Broadway joint was squawking.

Intra Mirror angles, emanating from the nite club business-getter and other bo, channels, are said to figure. In the strained, relations, It resulted in Winchell virtually felling the syndicate and the Mirror to 'get yourself another boy in that case.' Subsequent placating was touched off within the week by an episode in '21' when Hearst. Jr., in company of Richard E. Berlin, head of the Hearst magazine, properties, allegedly ribbod Winchell. head of the Hearst magazine properties, callegedly ribbod. Winchell, who publicly exploded and stated, that he wasn't working for Hearst, Jr., who's publisher of the Journal-American. Winchell is said to have frankly written just what happened to Hearst, Sr., taking the attitude that he (Winchell), as of the highest paid employees in the Hearst organization, should be responsible to no one eight. to no one else

Meantime, Winchell is ignoring in-structions on whether to leave out the Casa Manana or any other item. A previous tiff allegedly involved March of Time, which the columnist since heard was on the Hearstian tabu list. However, he never had any instructions along those lines either

either.

Winchell pacted a new two-year deal with the Mirror only last November. He draws a basic salary of \$32,000 a year as columnist, apart from syndication income. Winchell is said to have only met W. R. Hearst two or three times in his nine years with the Mirror, and has yet to really meet? Publisher McCabe of the Mirror. He aren into his his were well as the property of the Mirror. He ran into him but once in a public restaurant.

Winchell had a gag. 'No one is in debt to Mazie's', paraphrasing the Macy dept. store slogan, which McCabe also cut out. To prove to himself that the gag would not have offended the Percy Straus store, the columnist sent it to the merchant for an online, but no repute se set How. an opinion, but no reply as yet. How-ever, it's recalled that Arthur Bris-bane personally landed the Macy personally landed the advertising for the Mirror some years ago by moving Winchell down to page 10, standing position, with the Macy ad copy facing it on the right hand page.

### Audit Guild Strike Costs

Addit Guild Strike Costs
Cost of Newspaper Guild strikes
In metropolitan New York last year
have just been compiled in a special
audit. Total of three strikes is
\$52.200. Brooklyn Daily Eagle strikecost. \$41,000. North Shore Journal
\$8,100. And the Long Island Press
\$3,100. There were only two months,
in 1937 when the Guild was not
carrying on a strike in greater New
York. Another strike conducted by



the Guild at the Newark Ledger cost \$15,000 N. Y. Guild is correction

\$15,000.

N. Y. Guild is currently negotiating with eight publishing firms for 3,000 newspaper employees, 2,000 of whom are commercial workers. Guild expects to secure guild shop in two of these firms for commercial employees.

### San Antonio Selling Itself

San Antonio, under newly voted city ad tax, is going in for self-plugging-\$56,000 worth. Papers and mags that will get biz are Time, Wall St. Journal, Oll Weekly,
Chicago Journal of Commerce, Oil
and Gas Tournal, Business Week,
Salevepost, Miami Herald, SuccessSalevepost, Mamin Herald, SuccessHerald, Suc Satevepost, Miami Herald, Successful Farming, Scribner's, National Geographic, The Instructor, House and Garden, Grade Teacher, Cappers Weekly, Country Gent, Denver Post, Des Moines Register, Detroit Free Press, Dutth News-Tritume, Indianapolis Star, Kansas Cit. Journal-Post, Louisyille Courier-Journal, Minneapolis Tribune, Omaha World-Herald, St. Paul Pioner-Press, Toledo Times and Cincinnati Enquirer. Deal being handled by Wyatt, Aniol & Auld, ad agy.

### George Clarke Off Mirror

George Clarke has resigned as city editor of Hearst's N. Y. Daily Mirror and is said to be writing an original for Paramount based on N. Y. District Attorney Thomas Devey. Selig Adler, up, to now assistant city editor of the Mirror succeeds Clarke in

that post.

Clarke received 13 weeks sever-ance pay totalling \$2,000.

### Lit Digest's 77B

Literary Digest will continue to operate under its present management but must obtain a court, okay to issue its next, according to an order last Thursday, (17) by Federal Judge Robert P. Patterson, who granted the petition of the mage? Judge Robert P. Patterson, who granted the petition of the mag's managers to reorganize under 77B of the Bankruptcy Act. At the same time, Judge Patterson fixed April 15 for a hearing of stockholders and creditors, at which time it will be

creditors, at which time it will be decided whether to continue under a trusteeship.

The petition to reorg was filed Wednesday (16) through the Digest's president, George F. Havell, who placed the corp's liabilities at \$1,492,056 and assets at \$850,000. The extense that the Digest had your content of the Digest had your contents are the content of the Digest had your contents are the decided by Digest had your 492,056 and assets at \$850,000. The petition stated the Digest had over \$425,000 subscribers but that in order to meet its creditors it was necessary to obtain additional capital. Among creditors, \$60,000 by Funk & Wagnalls Co., \$63,080 to a paper company, and \$29,000 owed to Cuneo Dress for printing. These three joined in the request to the court to count the present the pre permit the present management to permit the present management to continue under the court's super-vision. The petioner also lists lia-bilities to subscribers of \$61,000 in future issues. Scheduled current issue of March 27 will probably ap-pear under the court's direction.

### Longmans-Green's Gershwiniana

Longmans-Green's Gersammians
Book on George Gershwin is being
readied for October publication by
Longmans, Green, to be edited by
Merle Armitage. Unpublished photographs and some 16 of the composer's paintings will be reproduced.
Contributors include Serge Koussevitsky, DuBose Heyward, Jcrome
Kern, Olin Downes, Oscar HammerCatala 28 Bayler Mywordia. White-Kern, Olin Downes, Oscar Hammer-stein 2d, Rouben Mamoulian, Walter Damrosch, Paul Whiteman and Ira Gershwin, Still others are Isamu Noguchi, J. Rosamond Johnson, Henry Botkin, Harold Arlen, Isaac Goldberg, Todd Duncan and George Antheil.

will contain a complete check list of Gershwin's works from songs to concertos including his entire Broadway repertoire.

### Rascoe, Mag Feud

Rasce. Mag Feud
Burton Rasce is the latest of the
Ken magazine editorial staff to become involved in a controversy with
the publishers of the mag, whose
first issue is due March 31. Rascoe
has resigned from the board of editors and also as literary crick at
Sequi. Basis for the disagreement
with Pavid Smart, publisher, is Rascoe's contention that he was not paid
for the work he had been doing for
Ken preliminary to its publication
and for which he had submitted a
bill.

Sill. and publishing insiders' magazine, with a militantly pacifist, anti-Fascist and anti-Communist policy, scoms to have cussed ruction between the mag's editorial and advertising departments. Articles on such subjects as press censorship and the American Legion, by George Scides, have been thoroughly edited.

### Job Security Clause

Job Security Clause
Philly Record unit of the Newspaper Guild, first in the country to win a contract from a publisher, came within 11 votes on Sunday (20) of approving a resolution to strike unless certain demands are met in a new binder. Vote was 83 against a walkout to 72 for.

La gest unit meeting in the history

Largest unit meeting in the history of the Guild in this country, with than 200 present, it lasted through more than three hours of hitter was all.

oitter wrangling.
Point of controversy with Publish
or J. David Stern is Guild's demand for a 'job-security' clause in contract which follows expiration of present one on April 8. Negotiating commit-tee has been stalled for several months on this one clause. Stern has acceded to a 'no-firing-for-90-days policy' but the Guild wants job'sc-curity written into the contract for its full term. 'job-security' clause in contract

### Kidding the Home Team

Following poem written for the Guild Shop News appeared last, week in the mimeographed bulletin published by the Time unit of the Newspaper Guild. As with other Time writings, its author is anonymous. Its title is The Fortune Researches Dilemma or How Can a Girl Help Not Going Wrong?

I've a passion to be palpably impartial. With reporter's objectivity I burn from writing mor muritian and with the property of the more writing to turn. For the middle of the road has been denied me.

And I cannot stay on either side for long If I'm left or if I'm right, they're Following poem written for uild Shop News appeared

long

If I'm left or if I'm right, they're
there to chide me
How can a poor girl keep from going

CHORUS The writers are left and the editors

right And no matter which way I may lean

And no matter which way I may that The stuff that I check. Gives me pains in the neck. And I always get caught in between. I try to be fair, but I'm tearing my hair

hair
And I'm weeping by buckets and
gallons
For the writers all say
I'm in Morgan's pay
And the editors say I'm in Stalin's.

### Sobol's Spotting

Sobol's Spotting.

Louis Sobol's column which succeeded to O. O. McIntyre's position in Hearst papers, and which is being sold by King Features, appears in key cities including Chicago, Los Angeles, San Francisco, Boston, Detroit, Baltimore and others. Except for the Los Angeles Examiner where it's opposite the editorial page, the column occupies the same space McIntyre had.

the column occupies the same space McIntyre had.

At the N. Y. Journal-American plans for adding a Broadway col-umnist to handle the beat Sobol had until he switched to the McIntyre spot are understood off for the pres-

ent.

Charles B. Driscoll, directly succeeding McIntyre on the McNaught syndicate, still has no New York paper and states that he'd prefer it that way. V. V. McNilt, head of McNaught, feels otherwise and is currently dickering for a N. Y. channel.

### Denies Law's Mantle to Sexers

Two sexy magazines were lambasted by N. Y. Supreme Courl Justice Salvatore Cotillo on Friday in an opinion denying Ultem Publi-Justice Salvatore Cotillo on Friday in an opinion denying Ultem Publications, Inc., an injunction to stop Arrow Publications, Inc., from infringing, on a title. Ultem, which publishes the mag, Silk Stocking Stories objected to an Arrow rag calling itself Silk Stocking Mažazine. In his 10-page decision, Judge Cotillo classified both publications as 'lascivious and obscene.' He doclared-he-had-to-place-the-exhibits in the case under lock and key at his home to keep them from falling into the hands of my young daughter.' Judge Cotillo said, in part: "The court has no power to stop the publication of magazines of this type, in a civil, proceeding, but neither will it lend itself to grantier magazine a clouk of respectability by issuing an injunction. In the interests of common decency, the prayer for an injunction will be denied.'

prayer for an injunction will be do nied.

LITERATI OBITS THIS WEEK
Arthur F, Willmarth, 80, carbook
Erskine Gwynne to Paris
Erskine Gywnne has sailed to:
Europe apparently discontinuing the
magazine Boulevardier, There was
some talk of the mag being taken
over by Peter Arno, but this seems
to have chilled. Mirs. Harry Papie
Whitney and a group of lawyers was killed Saturday (19) ight in

were at first understood to be back of the mag, which was an example.

were at first understood to be base, of the mag, which was an effort to bring out a publication similar to one formerly published in Paris.

Jack Campbell, Eleanor Lothrop, Wyn Holcomb, Garetto and Sylvia Lyon were affiliated with the editorial end of the venture.

### Quebec Dallles Strike

All daily Quebec city newspapers here, with the exception of l'Action Catholique, suspended publication Saturday, March 19, as a result of a strike called by the Typographical Union (affiliated with the Interna-

Union demands are for weekly increase and a reduction in working hours from 48 to 44. In-creased salaries would up costs on some of the dailies by \$20,000 annu-

some of the dailies by \$20,000 annually.

Most important of the dailies affected are Le Soleit, l'Evenement, and Chronicle-Telegraph. l'Action Catholique employs Catholic Union workers and is not affected.

Protest has been lodged with Montreal dailies advising that if metropolitan newspapers are sent into Quebec while the strike is on the union will call out its men from the Montreal plants.

### Film Bites Publisher

Stackpole will publish 'The Adventures of Chico,' by Stacy and Horace Woodard next month. Book is pased on the film which the brothers based on the film which the brothers, made in Mexico, which was recently released in N. Y. It will be illustrated with scenes from the picture. Central character is Chico, a 10-year-old peon, story of the film being his relations with the wild animals of the vicentity.

vicinity.

Book will include experiences the producers had in making the film

### New Publication

American Kosher Butcher Weck-ly, Inc., New York, has been char-tered to publish a magazine relat-ing to kosher butchers. Directors are: Isaac Wolff, Samuel Jacobi and William Hess, Bayonne, N. J.

Quin Hall Economy Victim
Quin Hall, veteran cartoonist for
Hearst papers, let out last week by
Pittsburgh Sun-Telegraph in that
paper's latest economy drive. Been
with the sheet for almost 10 years.
Several others got their walking
papers, too, discharges following on
heels of contract consummation with
Newspaper Guild.
Employees all received dismissal
bonuses set up in agreement. Quin Hall Economy Victin

bonuses set up in agreement.

# Photo Mag for Negroes Photo Mag for Negroes Snaptone, a national photo mag for Negroes, will make its first appearance in April, published and bankrolled by Eulali Barrow Gaines, sister of heavyweight champ Joe Louis, Paul Moody, former publisher of the weekly Pontiac (Mich.) Post, will be managing additor.

editor. Initial run of 25,000 copies planned for first edition, which'll contain 28 pages including two full-page color cartoons by E. Russel Hardy (Mrs. Elizabeth Crosby), who's art editor of new mag.

Rape Picture Draws Ban
First issue of Focus, a new picture
mag was banned from newsstands in
Boston, Reason for the ban was publication of a woman described as raped and said to have been taken Spain.

in Spain.

Same picture was published in a recent issue of the magazine See, which was banned in New York, but which escaped the censor's eye in Boston. Reported that newsstands in the Hub are inspected monthly for objectionable matter.

Modern Mechanix Changing Modern Mechanix will switch its title in June to Mechanix Illustrated. Size of the magazine will be in-creased, but format remains the same

Film File Bibliography
Film File is the title of the Gotham
(N.Y.) Book Mart's forthcoming
catalog of books covering films,
photography and radio.
It contains a list of 370 books and
is believed the first of its kind to
comprehensively cover tomes relating to pictures.

# LITERATI OBITS THIS WEEK

a two-story plunge over a rail and

a two-story plunge over a rail and into a stair well at the Bellevue. Stratford Hotel, Philadelphia, 'He is believed to have been struck by a heart attact or ceperal hemorrhage and top page the seried the result of the stair attact or ceperal hemorrhage and top page himself. Thompson, noted critic, died in Sydney, March 2, at the age of 81. Became musical and dramatic critic of the Sydney (Australia) Morning Herald in 1891, and held this post until his retirement in 1925; After his retirement he wrote articles on music and stage for Loudon papers. Widow survives.

John MoNaught, 99, died in San Jose, Calif. He retired from newspaper work 20 years ago and had made his home in Paris for 15 years before returning to California

sose, Cam. He retured from hewspaper work 20 years ago and had made his home in Paris for 15 years after the history of the history and editor of San Jose Mercury and editor and mgr. of San Francisco Call. Wife, former Dr. Margaret Shallenberger, three nicces, three nephews, survive.

Walter Wilder, 78, former Dr. Margaret Shallenberger, three nicces, three nephews, survive.

Walter Wilder, 78, former manging editor of the Colorado Springs Gazette and Pueblo Chieftain and member of the Denver News staff, died at his ranch near Rifle, Colo. He retired from newspaper work about 15 years ago, Burial was Pueblo, Colo.

Arthur B. Ogle, 56, former press agent and Michigan newspaperman, died March 13 in Detroit. He worked on newspapers in Pontiac, Flint and Kalamazoo before joining the Detroit News as state editor in 1910. Later became city editor in 1922.

Corwin J. Root, 47, news editor of the Long Beach (Calif.) Press-Telegram for the past 10 years, died there March 17, a few days iter completting novel. He began himpyspaper career Cinctinatic Surviving are his widow and four children.

children.

### CHATTER

Jimmie Fidler's syndicated film column now appearing in 115 news-

Frank Hanighen has sailed for Eur-pe planning to take in France, Italy ope and Spain.

Lynn Starling has written a ne play titled "Miraculous Journe based on a story by John Erskine.

George Bradshaw, returning from Fort Lauderdale, Fla., this week (26) where he's been visiting Price Day. Book and Magazine Guild in N. Y. joining in a confab of A. F. of L. and C. I. O. unions, April 1, to fight labor spies.

Charles Nevins, Pulitzer prize wit ner, working on a biog of John D. Rockefeller, to be published by Scribner's next year.

Irving Crump, managing editor of Boys Life, official publication of Boy Scouts of America, checked in at Universal studio to scenarize the story of scouting.

Janet Riesenfeld, dancer, being partied tomorrow (24) at the Rain-bow Room, N. Y. by Funk & Wagnalls, publishers of her Dancer in Madrid.

Ned Armstrong, until recently p.a.
for United Artists has finished a
book titled 'The Girl in the Red Hat.' for Deals with picture business in East. Maxim Lieber is agenting. in the

East. Maxim Lieber is agenting.
Second novel by Nathan Hoffman,
Fo:-West Coast theatre supervisor,
is on the presses in Los Angeles, inder the title of 'Playing with Destiny'. His first bore the tag, 'Undaunted.'

H. H. Cahill, circulation manager of the Seattle Times, moves up to business management, taking the place of Maj. Logan, who resigned to accept a berth with W. R. Hearst organization.

Douglas Reed one of chief foreign correspondents of the London Times correspondents of the London Times has fled Austria. Took with him ms. of Insanity Fair: A European Cavalade, which Covici expects to publish next month.

Putnamis will publish a mystery titled 'Death Is Quicker Than the Covicin C

a commercial artist and when he had sold mms. immediately asked for job to do the jacket.
Herbert Drake's column on news of the theatre was out of last Sunday's N. Y. Herald Tribune drami section and also on Monday this week. Drake was laid up over this week end after having eaten something he hadn't oughter.

### Broadway

Harlan Thompson looking over the roadway shows.

Sammy Weisbord back from 10-ay West Indian cruise. day West Indian cruise.

Derta Rosan quit 'Brothers Ash-kenazi' when it took to road.

Lillian DeCosta won \$6 first prize in Paramount's bridge tournament. Mrs. Frank Gillmore improved

Ann Clark has returned to her home in Philly until next fall. Was in the recent 'Many Mansions.' June 'Walker recovered from recent complications of her last year's leg infection.

Maxwell Anderson was considering writing a play for Jane Cowl, but has dropped the idea.

George Hirliman in from Coast talking plans for future Condor pletures.

tires.

Art Michaud scouted midwest for recruits to Gene Krupa's new

recruits to Gene Krupa's new chestra.

Leon Enken (Leon & Eddie's) to Hot Springs, Ark, for 21 days, now that Eddie Davis is back.

James McCarthy switched to the N. Y. Hotel Association from the Fifth Ave. Association.

George: Bunce, with bank for 25 years, made manager of Times SQCorn Exchange branch last week.

John Cecil Holm almost finished a revised Four Cents a Word. Planning to spend the summer at Cape Cod.

Bob Bundy and Bob Kerr to road

Cod.

Bob Bundy and Bob Kerr to road again, now that spring is here to line up one-niters, 'etc.,' for Charlle Shribman.

Richard Ingram resigned from Rockwell-O'Keete and has returned to Philadelphia to handle own agency.

agency.
Albertina Rasch drew a nag in the English Grand National. Assured of at least two grand and crack at \$150,000.

English Grand National. Assured of tal least two grand and crack at \$150,000.

Carrol Case, drama crick for Judge mag, and son of the Algonquin hotel's Frank Case; to broadcast tonight his first of, weekly arings on regulation and Bess Gensler due in from Hollywood. Plan sailing on the Normandie for abroad next Wednesday (30).

Mary Mason robbed of several dollars backstage at the Ritz, last week during rehearsals for 'Schoolhouse on the Lot.'

Mat Lief has a rubber stamp, 'Having fine time, etc.,' for impression upon postands from the resort of the resort

extilorer.
Otto Harbach in New York last
week from Hollywood, having finished work on Gentleman Unafraid,
the new musical he wrote with
Jerome Kern and Oscar Hammerstein 2d.

## Pittsburgh

By Hal Cohen

Marge Nelson off for Columbus, ,, and some night club dates. Chick Floyds have taken a Squirrel ill apartment for their stay here. Leighton Nobles celebrate the est wedding anniversary Tuesday. O, and some night club dates.
Chick Floyds have taken a Squirrel
Hill apartment for their stay here.
Leighton Nobles celebrate their
first wedding anniversary Tuesday.
(29),
Lawrence Tibbett may open annual
May Beegle concert scason in the
fall.
Richard, Mille (Shirlay, Holler)

III. Richard Mills (Shirley Heller) ave moved from Chicago to New

Richard Have moved from Chicago Have moved from Chicago York Chicago Heller's frau preceding him to town by two weeks for visit with the from Mito town by two well-in-laws. Eddie Peyton returning from Mi-ami to open his roadhouse nifery

to attend Darrell V. Martin-Rosalind Wikander wedding.
Variety Club to hold its first dinner-dance Monday (28) night to 
Jerry Mayhall's music.
Claire Cupps, former Stanleychorine, and Tom Rice have announced their engagement.
Pitt Cap and Gown club has rented 
scenery from two Max Gordon 
shows, Great Waltz' and Save Me 
the Waltz' for its annual musical, 
Pickets, Please.'
Freddy Meyers has quit the per-

the Waltz, for its annual musical, Pickets, Please.

Freddy Meyers has quit the per-forming rathis to go into the agency business. Joins Harp Vaughan office recently organized by former Pitts-burgh Pirate pro football player.

### Minneapolis By Les Rees

'Julius Caesar' an additional Lyceum legit booking. Irving Gillman, indie exhibitor. covering from operation. Judy Garland planning trip to her home town, Grand Rapids, Minn. Kenny Adams, Paramount booker, planning spring wedding to Dorothy Swanson.

Acams, Faramount booker, planning spring wedding to Dorothy Swanson.

Sol Fisher, indie exhibitor here, sold the became father of a son, his first think the state of the son, his first think the state of the sold the so

Fieldman.

Lou Breese released from Hotel Nicollet Minnesota Terrace contract to accept Chicago Chez Parce gagement.

Ralph Stitt, United Artists' home office exploiteer, here working on Goldwyn Folles, underlined for

Manny Gottleib, now Universal ranch manager in Chicago, a Min-eapolitan and once with First Na-ional here.

tional here.

Gilbert Nathanson, Maitland
Frosch and Fred Abelson sponsoring
Big Apple party at Twin City
Variety Club.
Frank Mantzke, Universal branch
manager, back from North Dakota,
where he gave. 'Mad About Music'
(U) trade showing at Bismarck.

### **Palm Springs**

Howard Strickling here on first lap

Howard Strickling here on first lap, of three-week vacation.
Leo Carrillo served as grand marshall of annual Circus Week parade.
Herbert Marshall hosted the Bill-Grans.
Grans.
Grans.
Glaire Dodd, Billy Bakewell, Mrs.
Ted Fio Rito, John J. Raskob and Phill Ornsby at a cocktail party.
Highlight of El Mirador's kangaro court party was the trial of Freeman Gosden, haled before. Judge Frank Morgan by Prosecutor' Reginald Owens. Using voices of four of his air characters in replying to charges.
Amos' drew an equia number of these from the beguddied' jurist.

'Amos' drew an equal numbe fines from the 'befuddlcd' jurist.

### 'Kids Run Radio'

(Continued from page 1)

it was something that couldn't be explained, 'any more than one could explain love.' Pointed to Jack Benny as a great exponent of timing in radio.

radio.

Cantor pointed out to the group the difficulties of writing a weekly program to please 18,000,000, especially with the amounts of don'ts, imposed. Somebody will complain if you just say 'hello,' he said. I like apple pie."

you just say 'hello,' he saic, like apple pie.'
Most people in, radio, Cantor said, are guessing. They don't know.
He urged the class to start to anticipate the wants of listeners just as milliners do. 'So 'must you,' he said, 'anticipate what people will laugh at or be entertained with.' He reminded the group that while it may be fine to write nice things, not everybody could have a Tiffany business and that Woolworth did more sales volume annually in jewelry than Tiffany'

ami to open his roadhouse nitery
April 15.
April 15.
Frank Blandis' celebrated their
fifth wedding anniversary over the
weekend.
Ben Brown and Harry Feinstein
planning another cruise to the West
Indies together.
Maxine Sullivan's former accompanist, Louise Manu, now soloing at
Playhouse Grill.
Chester Wallace to stage newspapermen's annual Gridnon Show
late next month.
Dave Selznick back from Battistee after a month at the Johns
Mollins hospital.
Simons, of Pittsburgh, will
be them Simons, of Pittsburgh, will
be them Simons, of Pittsburgh, will
be the Simons, of Pittsburgh, will
be the Simons, of Pittsburgh, will
be the Simons, of Pittsburgh will
be the Simons of Pittsburgh will be the Simons of Pittsburgh will
be the Simons of Pittsburgh will be the Simons of Pittsburgh will
be the Simons of Pittsburgh w fany!

Cantor spoke quickly covering much ground and answered all the group's questions which had been put to him in writing before he arrived. As the evening progressed and there As the evening progressed and there seemed the possibility of continual barrage of questions, the instructor broke in with T think we'll lef Professor Cantor get away to the Golden Gloves, whereupon the Professor made a hasty exit amidst student applause. Latter was as much for the non-academic wisdom imparted as his wit, which, as could be expected, ably punctured the serious side of

### London

Bill Ostrer wants Naunton Wayne for Will Hay's next picture for Gainsborough Films.

Gypsy Markoff at the New Yorker London's latest bottle party nitery with Reva Rayes to follow.

A new Karel Capek play, 'Power and Glory,' to be presented in the West End by Jack de Leon. U.S. Ambassador Joseph P. Ken-nedy visited Pathe's studio to view newsreel clips of his landing.

Paul Decca, who helped to fin talent for Frank Neal's Australia units, is ill in local sanitarium.

Marjorie Dash, only daughter of the Irwin Dashes, just betrothed to Arnold Somerray, non-professional

Tom Bostock has bought the West End rights to 'Love and Charing Cross,' which was done at Covent Garden.

Beatrice Lillie will double from Charles Cochan's revue into Circ's Club some time in June, for a month at least.

Tommy MacNaughton, your daughter of Alice Lloyd, going touring company of Wanted Murder.

daughter of Alice Lloyd, going with touring company of Wanted for Murder.

Emile Boreo booked for Australia. Sails Aug. 28. Contract calls for 10 weeks at \$875, with option for 40 more weeks.

Jack Edge will play the Cliff Mollison role in Balalaika' tour for Tom Arnold, which is not going out before the fail.

Herb. Wilcox thought up another title change for his second Queen title change for his second Gueen title change for his second Gueen was selled. Sixty Clorious gars.

Venus Silk, the Lee Ephraim musical, starring Carl Brisson, which has been touring the sticks with varying success, will not come to the West End.

Title selected for Charles Cochran's musical, featuring Flanagan and Allen and Beatrice Lillie, is Happy Returns.

British National has bought Stafford Dickens The Second Mr. Bushford Dickens The Second Dickens The Second

### Berlin

Bily Ney giving piano recitals in Switzerland.
Einest Ansermet from Zurich to conduct Berlin orchestra.
Hanns Schindler, director of 'Kabarett der (Komiker' dead')
Chieko Ilara, young Japanese, scheduled for concert here.
Michael Bohnen in Smetana's 'Bartered Bride' at Deutsches opry.
Conductor Karl Elmendorff to join Cerman State opry staff in fall.
Danish ballet signed for guest performances at Theatre des Vilkes.
Oscar Wilde's Lady Windermere's.
Fan' at Kleines theatre has 300th repeat here.
Major Yeats-Brown, of Bengal-Hard Grass., to Munich for the Martin Grass.
Brazil armbassador Dr. Moniz d'Aragao, having look at Ufa studios. Babelsherg.
Deka Films starting Mozart's Kleine Nachtmusik after Moricke's novel, 'Mozart Traveling to Prague.'
Tourjansky starting to Shoot Free film 'Geheimzeichen LB 17,' with Willy Birgel and Hilde Weissner Leading,' Chieko Hura, young Japanese, scholled for concert erea. The support of the suppor

Bob Shirer, Col's continental repre-

sentative.

Jacques Peyder finished. Tobis
picture Pahrendes Volk, his second
German-French combo, at Geiser
gasteig studio, Munich,
Gherardis Italian comedy. The
Decoy, on the ather, with Victor de
Kowa in the lead. Latter also starring in forthcoming legit and serven

play.

Harold Paulsen and Heinrich George, two pop legit and screen actors, going to direct two legit houses here. Paulsen starting at the Nollendorf with musical pieces while George at Schillertheatre will exploit the classics.

### Sydney

Major moves still keeping Sir Ben Fuller busy in New Zealand.

Advertising war still between major chains and local newspaper. Jim Davidson's band doing very well for Australian Broadcasting commission on the road.

Tom Casserly, formerly house manager of Greater Union's State Sydney, has resigned to join Hoyts.

Sydney, has resigned to join Hoyts.

Bob Parrish, originally imported for Twoli, has had, blaying time extended for repeats over Hoyts chain in the ace states.

After completion of Emile Zola (WB) at Century, Sydney, Hoyts will bring in UA's Hurricane for run, Former, however, is still pulling big.

Outcry against the importation of cheap American pulps is being made to the New Zealand government. Same thing happened here but government has not nixed imports.

After an excellent run in Greater

ernment has not nixed imports.

After an excellent run in Greater Union's State, Sydney, '100 Men and Girl' (10) was spotted same management's second-releaser, Lyric. Bo, so big there that film was held over.

Marcus show bows out for South Africa after a record run for Fullers-Snider-Dean. One who should know said Marcus had never made so much money before in his life as that gotten from Australia and New Zealand, F-S-D reported not to have done as high as Marcus, but satisfied, nevertheless.

### **Paris**

Igor Stravinsky ill with flu. Fred Adison and orchestra off on

Igor Stravinsky ill-with flu.
Fred Adison and orchestra off on tour.
Graudette Colbert and hitbby in Paris College of the Colbert and hitbby in Paris Soir cinema critic, dead.
Serge Berline, 'Paris Soir cinema critic, dead.
Colette Vernon booked for new Bal Tabarin show.
Jim Witteried handling publicity for Chez Florence.
Cinema Agriculteurs' changing name to Le Broadway.
Hurricane (UA) replacing La Madella Peison Oymia new dance hall on Champs Elysees.
Carmen Salzar, Spanish dancer recitaling at Salle Pleyel.
Edouard Champion, historian of Comedie-Francaise, dead.
Chez Charpini and Sheherezade, niteries plugging one another.
Wallace Beery, vacationing in Cannes with wife and daughter.
Vivian Romance-and-Roger Duchesne signay to star in Gioraltar.
At Sheherezade. Doubling at Le Bosphore.
Christine Mardayne in from Vienato French debut in Pabsis 'The Shanghai Drama.
Marcel Dalio signed for a top part in Corsaire' by Marcel Archard, now in rehearsal at Theater I Athenee.
Roger Vercel's story Remorque being adapted for pix. To be called 'Ching Rossing Control of the Company of the Control of the Contro

wife.

Betty Stockfield signing with Andre Barthomieu for top femme role.
In Les Nouveaux Riches with Raimu

opposite.

Ketti Gallian signing with Pierre
Billon for femme lead in La Piste
du Sud adapted from an O. P. Gil-

Billon for femme lead in La Piste du Said adapted from an O. P. Glibert story.

John Loder back from Riviera where exteriors at Kailu' were shot. Wite, Micheline 'Chevil', expecting haby event belief to the short of the short

### Hollywood

Claire Trevor has flu William Rankin out of hospital. Spencer Tracy discharged from hospital.

Ann Sheridan recuperating after

Charles Payne, editor of Pic mag, puring the studios.

Henry Hathaway has bought . La-una Beach manse,

Pete Smith back at Metre after being bedded by cold. Nedda Harrigan to San Francisco bedside of ailing niece.

bedside of ailing niece.

Cliff Reid back at RKO after
weeks weeks in Europe.

Claude Rains and family off for
their Pennsylvania farm.
Joe Penner installing golf.
on his Brentwood estate.

Joe Penner installing golf.
on his Brentwood estate.
Lanny Ross off on five weeks' concert tour of the northwest.
Nan Blair joined Zeppo Marx agency's story department.
L. K. Sidneys celebrating their 25th wedding anniversary.
Douglas Perry: legit moppet, here from New York for pictures.
The property of the property

Sumrer Lyon back in Warners casting office after Mexico City vaca-

tion.

Jack Pearl to New York, where he has a deal for a Summer ether

snow.

Dick Powell and Joan Blondell purchased threeacre estate in Brent-

wood.

Bob Murphy, actor and cafe owner, recuperating after nervous break-down.

Nn.
Richard Cherwin Joined William tephens agency in charge of radio

down.
Richard Cherwin Joined William Stephens agency in charge of radio latent.

Jimmy McHugh and Harold Adamson partied by cast of 'Mad About Mad Lichtman and Si Scadler back from Metro's regional convention in Kansas City
Rosemary Lane and the mater planning Manhattan vacation after final broadcast.

William K. Howard and the missus renewing acquaintances after Jong London sojourn.

Rolle Asher of Paramount's Cocoanut Grove' as assistant director because of flu.

Rolle Asher of Paramount's Cocoanut Grove' as assistant director because of flu.

Sand Chromother Southern of Republic to the Common Solourn.

William K. Howard and the missus in silent pictures, returns to the screen in Metro's Three Comrades.'

George Arliss trained out for New York after Monday night's (21) broadcast to sail for England.

Arnold Gurtler, prexy of Elitch's Gardens, Denver, in Hollywood to scout talent for summer shows.

Gail Gitterman, ex-Chicaso newspaperman, joined Metro's shorts department of the Chevland Plain Dealer, here to do a series of yarns on the studi labor situation.

Robert Ellis and Helen Logan back from San Antonio, where they went to gather material for the next Jane Metrols Smerey Jany Louis B. Mayer, Jarry Mayer and Arthur Freed returned from San Arthur Freed returned from San Arthur Freed returned from San Arthur Freed returned from San

to gather material for the next Jane Withers screen play.
Louis B. Mayer, Jorry Mayer and Arthur Freed returned from San Francisco, where they attended it annual Shrine Hibernian luncheon.
Rufus Blair and Idwal Jones, Paramount publicists, have returned from transcontinental trips, Blair contacting newspapers in 26 Key cities, while Jones discussed Far yarns with editors of New York magazines.

### Des Moines

## OBITUARIES

Austin Parker, 46, playwright and film scenarist, died suddenly in Los Aigeles March 20. He was formerly married to Miriam Hopkins.

When stricken deceased was at Universal working screenplay. The interrupted preparation in New York of a stage play.

Deceased was a native of Montan and educated at Cornell, after which started newspaper career as N.Y. Tribune reporter. During the war he was with Lafayette Escadrille and won several citations.

Later he wrote short stories and a play. Week End' which was produced on Broadway and later bought by Paramount which studio called him west for adaptations and dialog. He also did several originals for RKO and Warners.

A daughter and sister survive.

ALLEN DEUTSCR

A daughter and sister survive.

Allen DEUTSCH

Allen DEUTSCH

Allen Deutsch, 50, theatrical attorney, died suddenly in his office some time between Thursday night and Friday morning (20), when he was discovered by the cleaning staff of the Knickerbocker office building, 152 West 42d street, New York, where he had his office. He had been study-some legal papers lask, apparently, and was found sprawled on his office couch with the brief case full of papers open beside him.

Deutsch had a number of Important show biz clients, and as personal representative and power-of-attorney for Clifford C. Fischer, the Paris and New York showman, Deutsch was very active of late in connection

New York showman, Deutsch was very active of late in connection with the French Casino affairs until Fischer bowed out of there last fall. He is survived by his widow, son and daughter.

J. F. HOWARD

Funeral services for J. F. Howard,
71. in Wilmington, N. C., theatre
business since 1906, were held March Mr. Howard died in Bullock Hospital. Wilmington, after an illness of pneumonia which lasted about two

weeks.
He went to Wilmington in 1905 with a traveling show and returned the next year to make Wilmington his permanent home. Mr. Howard established the Bijou, Grand, Vic-toria, and Royal heatres. At one-time he operated all four, besides conducting the old Academy of

lusic. Surviving are his widow, two sons nd two grandchildren, all of Wilm-

### LESTER SHEEHAN

Lester Sheehan, 43, died March 14 In private sanatorium at Saranac where he had been an inmate of a

few weeks.
For many years he was a feature with many Broadway productions, being under the management of Bert Cooper. He played with Bessie Clayfon and Pearl Regay in vaude-ville and, in later years he produced flash acts for the Keith circuit. He also produced a show in London and Paris.
A sister. Anna Sheahan

A sister, Anna Sheehan, survives. Interment Holy Cross cemetery, New

LAURA A. SUTHERLAND
Laura Alberta Sutherland, 71, for
60 years on the stage, died in New
York March 17 at the Home for In-

York March 17 at the Home for Incurables. She was the daughter of the late George E. Harrison, the atrical manager, and the widow of John Sutherland.

As Baby Alberta she played in Hazel Kirke with one of the Madison Square Theatre companies for three years. Her last appearance was in 'The Miracle' at the Century theatre. She is survived by a daughter.

JULES MENDEL

Jules Mendel, 63, former stage and seren comedian, died in Lôs Angeles March 17 following an illness of several years. Surviving are his widow, known professionally. as Teddy La Duc; and two daughters.

Name of the deceased adorned macquees on L. A.'s Main Street 30 years when that thoroughtare was the city's legit center.

# ALBERT J. WHITE

Albert J. 'Al' White, 65, song writer and one-time band leader with the Barnum & Bailey circus, was found dead Thursday (16) in a little cabin in the Ozark hills, near was round dead ringshay (10) in a grant bawn, organist, died at Memilittle cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilittle Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills, near Julia Dawn, organist, died at Memilitude Cabin in the Ozark hills (18) white at the Cabin in the Ozark hills (18) white at the Cabin in the Ozark hills (18) white at the Ozark hills (18) white at the Cabin in the Ozark hills (18) white at the Ozark

Ernest Dryden, 50, film costume desiguer, died suddenly March 17 following a heart attack at his home in West Los Angeles. He is sur-vived by a brother and sister in

Europe.

Deceased had been associated with
Universal, Columbia and SelznickInternational. He styled the feminine apparel for 'Lost Horizon' and
'Garden of Allah.'

MRS. WILLIAM T. LAWRENCE
Mrs. William T. Lawrence, who
sang with Doring's band on the first
transcontinental broadcast of WHAZ.
Troy, during the pioneer days, and
who had since radiped many times
with Lawrence Trio, died at her
home in North Troy, March 15, after
a six months' illness.
Widowre the and two daughters

a six months! illness.
Widower, son and two daughters

### F. WILLARD McGUIRE

F. Willard McGuire, 65, Philadel-phia theatre manager for 21 years

# FRANK N. HEARN, Jr.

March 26, 1932
My Darling Boy-Never Forgotten
by Your Lonely
MOTHER

died at his home in Pleasantville, N. J., March 16.

N. J., March 16.

He at one time operated Nixon's
Grand and managed the Lyric and
Chestnut Street theatres. He was
later associated with the Apollo

### ARTHUR H. SAMUELS

ARTHUR H. SAMUELS
Arthur H. Samuels, 49, died March
21, 1938, at Doctor's Hospital, New
York, of uremic poisoning. He had
joined WOR, New York, last October
as a niember of the production dept.
Previously editor of various magazines, including Harper's Bazaar
and the New Yorker.

### SYDNEY RAVNES

SYDNEY BAYNES
Sydney Baynes, musical director
for British Broadcasting Co.; and
composer, died in London March 9,
He was responsible for numerous
musical scores and is best known by
his. Destiny waltz written many
years ap. years ago.

JAMES TEED

James Teed, of the one-time vaudeville team of Teed and Lazelle, shot and killed himself at his home, Bay Shore, L. I. March 18.
Despondent over the death of his wife, Mary Lazelle, about year

### WILLIAM S. HENNESSY

William S. Hennessy, 49, former vaude agent with the Keith-Orpheum circuit, died in a New York hospital March 21 after a long illness. Widow survives.
His father died last November.

### MOSES BERLINGER

Moses Berlinger, 64, father of Milton Berle, died March 21 in New

Comedian planed east for the

LAWRENCE TILLER
Lawrence Tiller, dance school prorictor and trainer, son of late John
Silter, founder of concern, died in
ondon March 5.

## GENEVIEVE PHILLIPS

Genevieve Phillips, 23, stage actress, died from self-inflicted bullet wound in Beverly Hills March 18, Details in legit section.

### JULIA DAWN

Orpheum theatre playing for stage

Father of John Howley, of Harris Amusement Company managerial taff in Pittsburgh, died suddenly at its home there last week.

Mrs. Harold Torrey, 64, grand-mother of Eleanor Powell, died i Hollywood March 17 after a lingering illness.

Sammy Cohen, 67, mother of Sammy Cohen, screen actor, died in Hollywood March 17 following beart attack.

Walter F. Eble, 37, Warners studio technician, died Los Angeles, March 17.

### Jurisprudence

(Continued from page 1)

Court of Appeals and in the U. S

Supreme Court. Sound-on-film, sound-on-disc, sound-on-steel-tape method can be employed, under the legislation, which directs the Treasury depart-ment to conduct research to see if higher courts could not be given a more complete and realistic version of what happened in the first-round. Committee feels cost of liligation may be cut, justice will be more certain, and time will be saved.

Legislation authorizing installation of recording nd reproducing equipment on a wider scale has been pigeon-holed until more data is available.

### MARRIAGES

Irene Lenkoscky to Edward Schreiber in Jersey City, March 17. He is in Warner's, New York, pub-licity department.

Rosalind Wikander to Darrell V. Martin, in Pittsburgh, March 21. He is radio editor of Post-Gazette.

Edith Stahl to Harold Higgins in Chicago, March 17. Bride is in art department of Chicago Tribune, he is with WOR, Chicago

Joanne Alcorn to Pinky Tomlin in Hollywood, March 22. He is soug-writer and screen actor.

Constance Hope to Dr. Milton L. Berliner in New York, March 17. Bride is a theatrical and commer-cial press agent.

Gypsy Cooper to Clyde Lucas in New York March 11. Bride form-erly with Phil Spitalny girl band; he is bandleader.

Betty Burgess to Sonny Lamont. March 20, in Los Angeles: Bride and groom are teamed on stage and radio.

Harry L. Shannon to Louise Wil-letts in Jersey City, March 9. Bride is the widow of Clarence Willetts, who was with Klaw and Erlanger; he is an actor.

Eleanor Brent to Ben H. Atwell in New York, March 15. He is a theatri-cal press agent.

cal press agent.
Lillian Kaprat to Eric Palmer in
New York March 17. He is engineer
with WQXR, N. Y.
Doris Merbert to Charles K.
French, in Hollywood, March 20.
Bride is an actress; he is actor
and director.
Ramone Mitch

Ramona Mitchell to Walton New-on in Baltimore, March 1. He is ton in Baltimore, March 1. WIP, Philadelphia, announcer.

Pauline Ratay, stage actress to Christian Mauthe, General Pictures exec, March 19, in Las Vegas, Nev.

### BIRTHS

Mr. and Mrs. Pete Jaeger, son. In Chicago, March 15. Father is head of Transamerican office, Chi.

Mr. and Mrs. Gordon Levoy, son, in Hollywood, March 15. Mother is the former Renne Bordon, film actress; father is a film attorney.

Mr. and Mrs. Joseph Goldin, daughter, in New York, March 10. He's a theatrical accountant. Mr. and Mrs. Leo Rosten. Hollywood, March 17. Father is

Mr. and Mrs. Harry Witt. son; in Los Angeles, March 18. Father is sales manager at KNX, Los Angeles.

Mr. and Mrs. William McGrath, daughter, in Brockton, Mass., March 18, Father is WNEW, N. Y., produc-

# 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

Group Theatre to give benealt performance of 'Golden Boy' April 3 for the Spanish Loyalists.

Dick Merrill given the '37 Harmon aviation trophy for his round trip hight to England.

Connecticut Society of the Friends Music announces it will have its Connecticut Society of the Friends of Music announces it will have its water stadium at Westport ready for the first concert June 29. Will give concerts throughout the summer. New Friends of Music (NY.) forms a chamber music orch of 36 pieces for next season. Fritz Stiedrey to conduct.

Vincent Youmans stuck for \$24,950 back alimony in Monticello, (N.Y.) court.

court.
Shirley Temple and 20th Century-Fox, plaintiffs in a libel suit in Loudon against Night and Day now defunct London journal, were granted damages yesterday (22) by Lord Chief Justice Hewart. Twentieth received \$7500 and its moppet star \$75,000. Defendants were author, against the child star which the court termed outrageous.

Purulls of the Bidesdald (Conv.)

S10,000. Defendants were author, publisher and printer of an article against the child star which the court termed outrageous.

Pupils of the Ridgefield Conn. School gave their first New York performance last Tuesday at the Amatur Comedy-club theatre, some 40 performers taking part. Scenes from the comment of the conference of the comment of the com

ooking fewer passengers since the

Aluminum Co. of America nounces a new photographic process whereby, pictures are made on sil-ver-sensitized duralumi. More pre-manent than paper and as easy to

Cohan's auto from the Alvin theatre last week. Picked up by police cruiser can be denied any recollection of the event. Fenders and front bumper slightly damaged when it his a fire hydrant during the chase. Paul Vincent Carroll, Jrish dramajist, guest of honor at a tea of the Drama League yesterday. Tommy Farr on his way to the Coast for a rest before returning to England with Elleen Wenzel, former showgirl, whom he is to marry. Two thugs held up and robbed Lewis Stern, manager of nitery at Millburn, N. J., scramming with Cohan's auto from the Alvin theatre

Millburn, N. J., Scramming won \$3.184. Vera Reikehr, former Broadway chorus grl, shot and killed her younger husband then turned the gun on herself in Copenhagen, Deu-mark, where her father is prominent busines

Plans to inaugurate stagger system for N. Y. taxi operation stynned.

### Coast

Estate of Jean Harlow, of which her mother, Mrs. Marino Bello, is administrativ. has been sued by Mrs. Hawriet A. Breese, from whom the actress rented a Beyerly Hill home, for \$820 for rent and \$618 for

damages,

Edha Stratton sued Al Kaufman,
film writer, for \$1,900, charging latter struck her during an argument
over a story on which they were
collaborating.

collaborating.

Leo Turtledove, Hollywood agent has a legal, cause for action against Al. J. Levy, another agent, on the basis of allegations that Levy promised him a share his susiness in return for certain confidential information, Judge Robert Kenny ruled in a LA. court. Turtledoye is suing for \$30,000.

Marioris H Least Administration of the control of the con

sung for \$30,000.

Marjorie H. Lesser, daughter of Sol Lesser, and Morris Pfaelzer II, Philadelphia socialite, have made application for a marriage license in L.A. Wedding date has not been set.

L.A. Wedding date has not been set. Charges against Harry O Voiler, Florida hotel owner, extradited to Los Angeles to stand trial for alleged narticipation in the robbery of Mae West in 1982 were dismissed in Superiour court when the prosecution admitted it lacked sufficient evidence against the defendant.

Kirk Windsor, RKO player, anounced intention of marrying Barbara Brower, UCLA co-ed, next Jun

Jun
Raven Erik Angus Barnekow, Gernan World War ace, who will wed
Kay Francis, screen actor, next fal,
amiounced plans to taunch an airplane manufacturing company in

amiounced plans to launen an airplane inanufacturing company in
L. A.

Susan Hayward flew to New York
to attend funeral services for her
tather, Rudolph, Marriner, 52, who
died there Wednesday night (16)
while actress was broadcastint radio
version of 'The King and the Chorus
Girl' here.

Will Rogers, Jr., was reborted uninjured-when Barcelona, Spain, was
bombed recently. Rogers room in
totel was strewn with glass as result
of the bombing-erformances to have
been staged by Max Reinhardt in
Warsaw, were canceled when it
was reported producer had been refused permission to leave Austria.
Charlotte Wynters, stage and
screen actress. Will ask L. A. court
to free her from Charles Schall,
N.Y. socialite, and grant her custody
of Schall's daughter by a previous
marriage.
John McCormack, Irish tenor, has
altoneys in Dublin investigating his
rish citizenship status; preparatory

whereby pictures are made on silver-sensitized duratumin. More nermanent than paper and as easy to print.

William K. Loftis, former WPA musician, who has been in the control of the property failed to indict.

James Ted. old-time vaude actors in this property Tesd and Lazzelle.

James Ted. old-time vaude actors in the property Tesd and Lazzelle.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the death of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife about a year say.

James Ted. Spondent over the least of his wife and the said on a cot in the property of the property of the property of the property and the said of the wife of the property of the property of his wife and the said of the wife of the property of the property and the said of the wife of the property of th

# MIDWEST FAIRS LOOM BIG IN '38

Kansas City, March 22.
Last year fairs and expositions in
the Corn Belt-area reported general
reases in attendance and a few,
among them the Missouri State Fair,
Sedalia, reported new highs. There
was a shift in the Kansas-Missouri
erea to better and bulkier grandstand
entertainment, the success of which
didn't reflect to the advantage of the

didn't reflect to the advantage of the midway boys.

Carnivals, although enjoying a somewhat better year, dign't lure their share of the payees from the grandstands and the exhibition sections. It was tough competition in view of better grandstand stuff and a serious interest in this agricultural belt in livestock and whatnot exhibits. About the only department that failed to show material increases was in the commercial exhibit sections which were about the same as in the previous year.

tions which were about the same as: in the previous year. Outlook for the 1938 season, while greatly dependent, of course; on de-velopments in the country's econom-ical and political aspects, appears to be slightly better than the 1937.

be slightly better than the 1937 in this area. It looks like a good year for outer-gate and grandstand pasteboards, at this early date, but carry men are not so optimistic and are reporting bookings to be tough stedding. Feirs are setting more rigid standards.

Dates of Corn Belt 1938 fairs and expositions follow:

expositions follow—

Aug. 90-27-Missouri State Fair, Sedaila:
Chia, W. diren, secvy.
Aug. 91-Sept. 2-fowa State Fair, Des
Aug. 91-Sept. 2-fowa State Fair, Des
Aug. 91-Sept. 2-fowa State Fair, Des
Aug. 20-Sept. 2-footondo State, Fair,
Faidio, Franci Means, mar Faidio, Franci Means, mar

Every 16-64, Sept. 12-footondo State, Fair,
Fring 16-64, Sept. 12-footondo State, Fair,
Fring 16-64, Sept. 12-footondo State, Sept. 12

hiley, sec y.
Kunsas Free-Fair, Topess,
encks, sec y.
Ozark Empire District Fair,
j. E. W. Watte, sec y.
Kansas State Fair, Hutchinitchell, sec y.
-"Ulsa State Fair, Tulsa,
"Ulsas State Fair, Mus-

Sont, 17-22.—Konna State Palt, Hutchin-sont, S. M. Bitchell, seetly, Sept. 17-24.—Tuka State, Fair, Tuka Ozia, J. B. Bridges, seetly, Oci. 3-9-Oklahoma Free State, Fair, Mus-kopet, Halle M. Simonda, seety, 18-10.—18-1

### Mermaids for N. Y. Fair

Palm Springs, March 22.
Olive Hatch, aquatic luminary, has set up a training camp at the Tennis (Club, preparatory to beginning the task of heading a femme swimming act for the New York World's Fair. She plans to include 30 expert swimmers in her supporting lineup.

### Hanneford's Horses

Hanneford's Horses

Glens Falls, N. Y., March 23.
George Hanneford has a summer
home and training quarters at Kattskill. Bay on Lake. George.
While playing an engagement with
his family and ring-horses in Jamaica. L. I., Hanneford lost Monk,
one of his trained horses, due to
fameness and was forced to send the
hanimal back north to be placed under the care of a veterinarian. He
replaced Monk with Queen, which
he only acquired last year from Mae
With, Barnum-Ringling equestriwho retired last year.
Hanneford's then went to Detroit,
Mich. where they filled an engagement last week and Monday at the
conclusion of their act Queen fell
dead just off-stage as their performance ended.

### SUIT OVER DREAM BOOK

Detroit, March 22.

John Roxborough, manager of champ Joe Louis, plagiarized a Dream Book in connection with operations of five policy houses, it is charged in a federal court suit

filed here.

Mallory F. Banks, the complaint which had also can to come anit, declares he originated book containing series of numbers with certain meanings, and seeks a restraining order as well as \$5,000 each from Roxborough and four other alleged numbers' operators. Louis pilot is charged with being owner and After much the containing of the Richard of the Rich charged with being owner and operator of The Big Four Co.

of the firms Banks charges with reprinting verbatim the contents of his book, tagged The Original Three Wise Men.

### WAGNER WITH BARNES

Los Angeles, March 22: Nick Wagner, veteran road show agent and manager, has joined the Al G. Barnes and Sells-Floto

or route checker.

Oidfit opens its
Diego today (22). its season

### Int'l Casino

(Continued from page 49)

will be above \$200,000 and that the

will be above \$200,000 and that the creditors are equally confident a reorganization of the corporation will be of benefit to themselves and the stockholders.

The nitery has a six year lease on the building at 1514 Broadway under a rental arrangement of 7% of monthly gross receipts with a minimum of \$600,000 a year for the first year and up to \$115,000 for the last five years.

Federal Judge Robert Patterson immediately signed the order permitting the present management to continue operation of the theatre-restaurant temporarily with the provision that the landlord, the 1514 Broadway Corp. receive at least the minimum rent under its contract. The court also fixed April 11 as the date for a stockholders and creditors hearing, at which time it will be decided whether to appoint a trustee to take over the operation of the nitery during the reorganization proceedings. The court order, also stipulated that Joe Moss' salary was to be cut from \$500 weekly to \$100. In an affidavit signed by Brecker, as president, submitted to the court in the plea for permission to reorg.

as president, submitted to the court in the plea for permission to reorg, the salaries of the three controlling officers were made known. Moss, the active manager of the International, \$500 weekly; George Olsen, as secretary, \$200, and Brecker, now treasurer and president, \$300. Moss-new, job is designated as that of v.p. The affidavit states that Moss, who is credited with devoting 16 hours a day to the running of the place, voluntarily consented to the salary cut, and the other two are refraining from drawing salary during the proceedings.

cut, and the other two are refraining, from drawing salary during the proceedings.

It was the advent of the layish International Casino which catapulted the French Casino into 77B and uttimate liquidation. It has since been taken over by Billy Rose and renamed the Casa Manana. It's been axiomatic among the Broadway nifery managements that a \$40,000 to \$50,000 weekly drain on the cabaret spending public must feact negatively against the others. There is only so much loose coin around and it one spot gobbles it all up if kills off the rest of the town.

The French Casino had a vogue for three years but was geared to a more

The French Casino had a vogue tor three years but was geared to a more modest pace. When the International came onto the horizon with the most spectacular of all such spots, it knocked off the F.C. Shortly spots, it knocked off the F.C. Shortly thereafter, Billy Rose started his spot, and while biz has been easing off of late, his pace has been around \$40,000 st week, which means he cut in heavily elsewhere. That soon drained, the Hollywood and Paraset he Hollywood and Paraset he hollywood and Paraset he hollywood still has reorg labor pains. The Hollywood still has reorg labor pains. The Cotton Club alone has been consistent, attributed to its policy being different—colored shows. Yet the

consider, attributed to its policy be-ing different—colored shows. Yet the Cotton Club was the first to recog-pize the passing of Harlem, bringing Negro divertissement downtown to Broadway, and clicking almost from

Broadway, and clicking almost from the gong.

The International Casino repre-sents considerable cash investment by bandman George Olsen and his wife. Ethel, Shutta, who, have up-wards of \$40,000 in it. Lou Brecker and Joe Moso Ilkewise invested. The dealers' came in with sizable cash

and Joe Moss likewise invested. The dealers' came in 'with sizable cash advances, a trade-custom in consideration for vending to the place. They got first preferred stock in exchange.

As Jetome Wilzin, attorney for the corporation stated, after paying off the big amoutization, the International found itself with dwindling, cash reserve at the end- of every month. Hence, the need for more liquid capital.

month. Hence, the need for more liquid capital.

The summer show will be an ice revue, headed by Maribel Vinson, booked, by Music Corp. of America, which had also advanced considerable cash to the International, Show comes in April 9. "Bravel, current to the presentation of the present

### SPARKS CHANGES MIND

Lynchburg, Va., March 22, Lynchburg, Va., March 22.

After monuncing earlier that he would pass up Lynchburg because of high rental fee for the city-owned Fair Grounds, Charles J. Sparks, owner of Downie Brothers Circus. contracted last week for Shrader Field, three miles outside the corporate limits.

Shrader Field three miles outside the corporate. limits.

Lot. Amherst. County where. Spark, skips a license fee and gets low renial price. Show is booked for April 27. Lot as used last two wears by Speesley Midway, for an agricultural, fer. Sparks chow is feet steeped to the sign. agricultural fair. S first circus to play it.

### Smith Gets Unned

Albany N V Mores 22 Another change the director-ship of the New York State Fair at snip of the New York State Fair at Syracuse has elevated Paul Smith, of Newark Valley, to the post, and brought the demotion of Dr. Albert L. Brown from exposition head to supervising veterinarian the Department of Agriculture and

Smith's pay as State Fair boss will be \$7,000, while Brown's will drop \$3,000 in the recently-created job.

### New Prod. Trend

(Continued from page 1)

was last partnered with the late

### Easing Out Tunesmiths

Easing Out Tunesmiths
Paramount allowing songwriter
contracts to expire and those without fickets are, getting two wecks;
notice. Victor Young, Paramount
music director for the past two
years, leaves the studio in two
weeks, although his contract, expired month ago. Another leaving
the lot is Sam Coslow; whose pact
expires shortly.

expires shortly.

Metro has only five musicals scheduled for the new season and recently several writers were let out. MG tuners comprise the annual Broadway Melody revue and resmainder are operettas with Jeanette MacDonald, Allan Jones and Nelson Eddw.

Eddy:
Sonja Henie will make two at
20th-Fox; Shirley Temple is down
for one or two, and pictures with
Eddie Cantor and Ritz Bros, will
have songs interpolated. Sidney D.
Mitchell and Harry Aksk-are departees from 20th-Fox; with pruning to
further hit music departments and
writing staffs.

writing staffs.

On RKO the sked holds Fred Astaire Carefree, Fiddle Sticks' and probably an annual New Faces, but another 'Radio City Revels' now is unlikely as originally intended.

Columbia's schedule is wiped clean of musicals unless the studio does another Grace Moore picture.

Universal is steering clear of tune-films. The Deanna Durbin pictures will have songs only as incidentals. Goldwyn may deliver another Follies' for United Artists release but Walter Wanger is giving musicals complete go-by.

Curtaliment filmusical production will affect around 150 at studios, aside from musicians.

### Rockefeller's 25%

(Continued from page 3)

up owning around 25% of the new RKO.

Under the settlement agreement on the Rockefeller Center's \$9,1000.000 claim against RKO: the Rockefeller people stand to set approximately 500,000 to 600,000 shares of new RKO common. Probability is that, all told. common. Probability is that, all told, the modified plan may call for no more than 2,200,000-2,500,000 shares of new common.

Atlas Corp. already owns Atlas Corp. already owns or con-trols approximately 48% of present debentures of RKO and approxi-mately 40% of present RKO common. Additionally, by its agreement to purchase RCA's remaining equity in RKO, Allas controls for reorganiza-Auas controls for reorganiza-tion, purposes these remaining se-curities.

Apparently neither the Rockefeller Apparently neither the Rockefeller people nor the Altas interests have indicated what their views regarding the future management and operation of RKO, after reorganization, shall be. So far as known, there hasn't been any mention as to the possible directorate setup.

Hallywood March 22 Hollywood, March. 22.
That the RKO hearing would be postponed was known to Floyd Odlum and his adviser on RKO matters, Peter Rathvo before leaving New York for the Coast. Both are at the Odlum ranch at Indio the desert this past week.

Odlum has not been in touch with the RKO studio but Rathyon was in contact by phone with plant execs.

# Tim McCov Abandons New England; **Early Spring Dates in Midwest**

### Sculpture Contest

Washington, Murch 22.
Additional appropriation for the New York World's Fair was a quested of Congress last week as the Treasury Department announced a national competition for sculptors interested in supplying chiseled department of the Federal Building Congress of the Federal Building Congress

best ideas for decorating the two huge towers which will loom over the U.S. Government building. Competition for mural painters

Competition for mural painters also is contemplated as part of the \$70,000 program for dressing up the

### LINING UP MIDGETS FOR RACING CIRCUIT

St. Louis, March 22.

Earl Reflow, local, promoter of sports events, is organizing a Midwest circuit for midget auto racing and plans call for the circuit to include St. Louis, Chicago, Milwaukee, Indianapolis, Evansville and possibly Memphis. In addition to promoters of these towns many pro drivers of the midges and who were seen in St. Louis during the past few sons participated in the pow-wows. Jimmy Snyder and Marshall Lewis, two of the outstanding drivers of the little demons, have promised to represent St. Louis in the circuit. Reflow's local track will provide seating facilities for 10,000 spectators and tentative plans call-for the local racing night to be held every Tuesday. During the summer months of 1935 and 1937 midget auto racing was held at the Walsh Memoria, home of the St. Louis University football team.

# Park Managers Meet

Boston, March 22.
Code of ethics in New England the Bast year among parkmen remained inviolate according to a committee report at the tenth annual convention of the New England section of the National Association of Amusement Parks, Pools and Beaches, at the Manger Hotel, Tuesday (15).
Organization voted \$10 to the Museum of Public Recreation at Coney Island, New York. Sixty-five registered, with 100 at the dinner and entertainment, the latter furnished by George A. Hamid. Org's bank bilance starts off the new year with \$755. Org spent \$500 last year. NAAPPB will-hire-a-press-agent to exploit. New England amusement centers.

nters. Voted that all unpaid membership voted that all unpaid members, dues prior to 1937 would be expunged, providing dues from 1937 on be put on the line.

Wallace St. Clair, Jones, was re-

wallace St. Clair, Jones, was re-cleded president; other re-elections were John T. Benson, first v.p.; Fred L. Markey, secretary, and C. F. Chisholm, treasurer. John T. Clare Jut in as second v.p.

### Encoring a Job

Pittsburgh, March 22, George Tyson, advertising, head of Harris Amusement. Company here, has been named director of Slowmen's Jubice in Atlantic. City for third year in succession. Group nually stages the beauty, pageant leading to the selection of Miss America there in September. Tyson has obtained three month leave of absence from Harris outfut beginning June 1 and during his absence exploitation for circuit. All be handled by Ken Hoel, now managing Harris house in St. Mary 8, Pa. Pittsburgh, March 22

### Preferred Carney

Pine Bluff, Ark., March 22.
Pan-American Shows, who wimtered here, will open the season
March 28, but will be the only carriey
to show here for at least the year
1933.

contact by phone with plant execs. Jock Whittney was at Palm Springs 1939.

Joek Whittney was at Palm Springs 1939.

On account of many complaints visited. Odlum Sunday to dismande by citizens of Pine Bluff Cuss' possibilities with him of Self-against carries, the city and county nick-international either merging or tring in with RKO after, the recognization was completed by Atlast the year 1938, and after that the corp, which is controlled by Odlum Jernse will be issued after April first for Corp, which is controlled by Odlum Jernse will be so that that the Whitney is due here Tuesday.

Canton O Munch 22 Proposed New England tour of the cus which was to have gotten under way about the middle of May, definitely off, at least temporarily, according to advance representatives of this show, back in the middle

definitely off, at least temporarily, according to advance representatives of this show, back in the middle west after abandoning the eastern jaunt. Outlook for circuses getting any money in this particulat territory early in the season is far from encouraging, agents indicated.

Instead the McCoy show, according to the change in routing, will double back into the middle west immediately after the May 9 week immediately after the May 9 week if Philadelphia. New York State, it is understood, will be played in Philadelphia. New York State, it is understood, will be played in Pennsylvania, then the show moves into Ohio, to make Youngstown, Akron, Massillon in the order named. From Ohio show is slated to go into West Virginia.

Agents in command of the routing

to go into West Virginia.

Agents in command of the routing are very much at loss right now as to where to put the show. Onlie will be overrun with rail shows in May. With Hagenbeck Wallace, Cole Brest, the new Robbins Bros. and the McCoy show, all having contracted allowed the major industrial cities in the Buckeye state, many of which will have two of them within ten days of each other.

While most of the Ohio Industrial.

days of each other.

While most of the Ohio industrial cities are hard hit by the recession there are spots where conditions should give a circus better than fair break. Steel mill centers and the rubber towns are being passed up by some of the rail shows for early season. The Ringling Bross-Barium & Bailey Circus will not come into Ohio until June.

Truck shows aboarently are plan.

come into Ohio until June,
Truck shows apparently are planing to keep out of the rail shows
contracted territory for none of the
score or more of the more of the
score or more of the ordinate outfits have done any contracting in
Eastern Ohio and the upper Ohio
valley as yet. In former years
Downie Bros, Mix and Wallace
Bros, were playing this territory as
early late April; and many of
the towns had Wait' paper up at
this time.

Hollywood, March 22.

Camera work on the last of Tim McCoy's westerns for Monogram is being rushed to completion to permit the sayebrusher to meet his commitment for the start of his circus four. Picture is still without a title. McCoy finished the third of his Monogram series, "Renegade Law," last week.

### PLAN CANADA LOOP FOR SKATING STARS

Regina, Sask, March 22 Negina, Sask, March 22.
With skating carnivals, even though 85% cuffo affairs, getting into big money in Western Canada, talk is current of forming a carnival circuit to supply big name blade stars at a minimum of expense.

Idea is to link Winnipeg, Reging, Moose Jaw, Edmonton and Calgary, in a circuit with bigger and better

### Fun for Frisco

Sun Francisco, March 22.

Harry G. Traver, builder of world's carnival rides-for 40 years, here to cinch arrangements for midway concessions on Treasure Island next year. Traver and Exposition concessions director Frederick Weddeton arranged for 12,000 square-foot fun house, roller coaster, barrel ride and new style miniature auto side.

### N. Y. Fair's Fortnight

New York State Fair, held in Syra-cuse annually, will run two weeks, this yeer instead of the customary one week romp in September, Paul Smith, recently with the State Bu-reau of Milk Publicity in Athany, will have charge under H. V. Noyes, Commissioner of Agriculture.

Previous State Fair advertising budget of \$1,000 may be greatly increased. J. M. Mathes agency expected to have account.

Haven't we ?



# IT'S MERLE'S FIRST COMEDY HIT

# IT'S KORDA'S FIRST IN TECHNICOLOR!

"Delightful entertainment...a triumph. Technicolor extremely effective." - MOTION PICTURE DAILY

"A major achievement for Korda. As brilliant and sparkling a light comedy as can be recalled. Perfect cast. Technicolor excellent." -FILM DAILY

"Rich, smart entertainment. Technicolor as fine as has yet appeared."

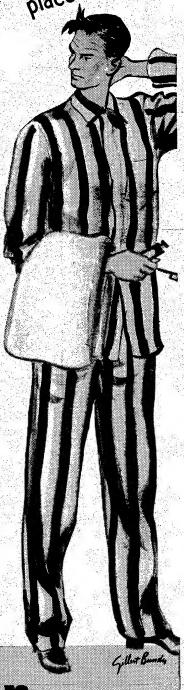
Coming soon to RADIO CITY MUSIC

ALEXANDER KORDA presents

# MERLE OBERO The Divorce of Lady)

a comedy in Technicolor with LAURENCE OLIVIER . RALPH RICHARDSON . MORTON SELTEN . Directed by Tim Whelen Released thru United Artists

The pajamas are familiar, but I can't place the face



Published Weekly at 154 West 40th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents, Eulered as second-class matter December 21, 1905, at the Mirror, New York, N. Y., under the act of March 3, 1879. COPYRIGHT 3, 1938, BY WAILTY, INC. ALL RIGHTS RESERVED.

Vol. 130 No. 3

NEW YORK, WEDNESDAY, MARCH 30, 1938

64 PAGES

# NEW RADIO STANDOUTS

# No Publicity to Pix Stars on Radio, Press' New Attack on Broadcasters

'No publicity in daily newspapers for film stars who appear radio programs.'

No publicity in daily newspapers for film stars who appear radio programs.

This is the essence of a radical proposal being quietly discussed among southern publishers and portedly due for general consideration at the April meeting. New York of the American Newspaper Publishers Assa.

Bitterness of the Dixie publishers toward radio, a competitive advertising medium, is well known. Year after year the publishers have been increasingly aware of radio's inroads, in both advertising and news. And have been seeking some practical means of retaliation.

While the Dixie proposal to shut out name mention of film stars appearing on the radio is as yet just talk, it's understood there is considerable enthusiasm behind the notion. That film studios would be provoked by the adoption of such a practice goes without need of emphasis. That, in fact, is what the dailies count

Hurting radio may not necessarily help newspapers. That's a practical enswer to the suggestion. But many publishers are so rabid about the broadcasting industry that any form

(Continued page 61)

### Nite Club Idea For N. Y. End of George Washington Bridge

Port Authority of New York is still open to suggestion for a drinking pavilion or a small nitery for the New York tower end of the George Washington bridge. Some outside interests were dickering with officials once, but deal never jelled, and not likely that P. A. will undertake proposition itself.

Tower has approximately 3.000 square feet of space on the top which is several hundred feet above the It's panoramic valtage point. Lack of adequate parking space, problem. All gunping water aloft and improvement of the elevator, system are problems to be worked out, if and when. P. A. would not go into any deal without a comprehensive study beforehand, it says.

### Windy City Breezes

Mindy City Dreezes

After several tries, prospective
Chicago Club of N. Y. got off on at
least one foot last week at Callagher's restaurant, just off Broadway,
Composed prospectively of newspapermen, actors, press agents, radioites and whoozies formerly rooted in
Chicago, the becfsteak went off very
notifely

Chicago, the beetsteak went on very politely.

But heckling started and got in-creasingly offensive, with near-blows, hot tempers and reluctant apologies before the sentimentalists from the old sod adjourned.

### 3-Yr.-Old Composer

Irving Berlin, Inc., has accepted for publication a time credited to three-year-old Jimmy Colton, musical prodigy who has been gathering much newspriit space during the past year. Tune is titled, 'Once I' Found a Bow Wow!

Tin Pan Alley isn't amazed at the age quotient of its latest contributing writer,

# COLD STREAM **GUARDS BAND** TO TOUR U.S.

With the aid of the British and United States war departments, Music Corp. of America is readying a deal to good-will tour the 60-piece band of the Royal Cold Stream Guards, Labor and union difficulties are now

of the Royal Cold Stream Guards, Labor and union difficulties are now being straightened out preparatory to importing crew from London. Plans call for 350-year old British military band to arrive here around Cof. 15 for tout of auditorlums, armories, etc., where they will not conflict or jeopardize operations of working musicians here. Tichet calls for three month stay with options for additional three. Will be first time away from their native heath for the crew and not likely to meet much opposish in view of the present Anglo-American relations. Secretary of Labor, diplomats, et al, hard at work arranging, show. Also expected that union will not object in view of the heavy backing.

### N. Y. CONCESSIONAIRES **URGED TO BUY BONDS**

Officials of the New York World's Fair are gently pressuring all prospective concessionaires into Fair rond purchaecs. Idea is to make everyone connected with the enterprise partner and thus lend a greater interest in Fair as a whole well as insure future. Besides which of working cash.

All bids and applications for stands, amusements, etc., are being met with the suggestion that prospect take load of the fancy-bordered coupons. Industrial and commercial exhibitors are already part owners but this first attempt to peddle the paper to the commercial musement boys.

Officials say that underwriting is not obligatory or that any preference or partiality is shown to those (Continued on page 60)

# BERGEN DUMMY HIGHLIGHTED '37

Otherwise the 1937-38 Radio Season Is More Distinguished for Its Near-Greats-Survival of the Veta

### NEW TRENDS

### By BOB LANDRY

A crop of near-greats rather than new stand-out, bang-up stars dominates the talent picture for broadcast advertising in 1937-38. Apart from Edgar Bergen, who has made his ventriloquial dummy, Charlie Mc-Carthy, one of the national obsessions, radio's 'new star' ranks are thin, indeed.

Bergen and Walter Disney's car-toon feature. Snow White and the Seven Dwarfs, are probably the two greatest entertainment bappenings of

For the rest, the old stars re-mained the big stars of broadcast advertising. Witness, Jack Benny, Eddie Cantor, Al Jolson, Bing Crosby, Major Bowes, Fred Allen, (Continued on page 30)

# RADIO 'PHONE **SURVEYS IRK POPULACE**

Couple of police chiefs of towns in morthern New Jersey last week inquired of broadcast sources in New York: what they could do about inducing the operators of coincidental telephone surveys to use more discretion in their calls. Townsmen, explained—the police heads, have been complaining to them that no sooner do they get to bed some nights than the telephone rings and there is a voice asking them what program they are listening to or have listened to during the course of the evening. the evening.

The inquiring cops added that the The inquiring cops added that the kicks. Irom: taxpayers liave become so frequent and insistent that they will have to track down the financing-source of these calls and order less disturbing calling periods.

### Serious Comedian

Charles Butterworth returns April 20 from Europe. On Chesterfield two days later.
Playing it safe, he booked passage on two boats to his getting one neutral ship in case of anything serious in Europe.

# **Gambling Ships Ply Lucrative Trade** In Pacific Waters; Everything Goes

### Jewel-Studded Radios

Philadelphia, March 29.
Philo's British plant now
regularly turning out receiving
sets listed at \$3,000 for consumption by Indian rajahs and
merchant princes. Heavy-coin
lads, dissatisfied with standard
models, demand jewelled cabinets, woods and filigreework.

# PIX STUNTERS **NOW CAN GET INSURANCE**

Hollywood, March 29. Film stunt actors have finally won their battle for recognition as accident and health insurance risks. Lloyds of London, only outfit which might consider underwriting the men and women who risk their lives in doubling for the stars in hazardous scenes, has capitulated after 30 years of cold-shouldering pleas from the thesps who major in hazardous

roles.

About-face of the London outfit came as a result of the recent plea by E. Manchester Merriott, representing 22 veteran stunters who are members of the Screen Actors Guild. to Harold Barham, Los Angeles broker writing for Lloyds. Latter organization was unable to find underwriters who would handle the business, so decided to take the risk itself in view of the lucrative business in other types of insurance it gar—(Continued-on-page-62)

### OKLA. BRAGS IT'S GOT **CULTURE**; **PROVING IT**

Oklahoma City, March 29. Group of young Oklahoma, actors are making plans to open a Dust Bowl theatre in California with the purpose of correcting impressions outsiders have of Oklahoma, and proving that the state's cultural level is not below that of the nation.

level is not below that of the nation. Plans call 'or the undertaking is to be financed by contributions from the financed by contributions from the finance of the Artificial Public-spritted state citizens (with unduded Will Osborne orchestry money) who would like to see Oklar homa's name spread in lights along the golden Coast. Arrangements the golden Coast. Arrangements thave already been made for a the larve already been made for a the after in Santa Monnea.

Long Beach, Cal., March 29 Anchored 12 miles out, approximatcly midway between the mainland and Catalina Island, are two semi-dismantled passenger liners that for the past year, at least, have been veritible gold mines for their

been veritible gold mines for their owners. They are the gambling ships Tango and Caliente, and nightly, with matinees Saturdays and Sundays, they are thronged with thousands of Southern Californians anxious to buck the various games of chance that are operated wide-penly upon their spacious decks. Here's where a large percentage of Southern Californians play, particularly since open gaming is pretty much of a dodo in the area and more particularly since Santa Anita race track shut down for the season recently, leaving the chance players title choice other than the two almost palatial ships so easily accessible from these shores.

Thousands of dollars change hands

Thousands of dollars change hands Thousands of dollars change hands nightly, passed over the roulette, craps, blackjack and other tables. On Saturdays and Sundays the houdle is enormous. On these ships you can play for as little as a dime a throw at roulette, and 50c will get you an opportunity at the craps or blackjack tables.

Then too, there are lottery draw.

blackjack tables.
Then, too, there are lottery drawings frequently during the evening
where if one is lucky he may grab
off as much \$900 for two-bit
investment. Slot machines
in profusion; wheels of fortune ar
much in evidence and tables
provided for stud poker, bridge or
(Continued on page 61)

### Tom Dewey Tells Off H'wood on Its Reform and Films

Hollywood, March 29.
All efforts to get Tom Dewey to co-operate with Hollywood on a pic around his life from the time he began his racket-busting until he bedy clack series.

The studios don't want to alien't him and yet they fear to go alread without his co-operation. Dewey a friends say he will be perfectly willing to co-operate with Hollywood when the studios show they are sincerely interested in cleaning up crime by getting behind reform clements in L. A., currently the black spot of America.

### DRAMA WITHOUT WORDS

# Social Security Tax Mess Looms Via Rule That Pix Must Estimate % Earnings in Advance, and Deduct

A disturbing and complicated tax problem has developed for pictures in connection, with the payment of unemployment insurance under the Social Security. Act in instances where persons in pictures are working on percentage basis with a ruling coming down during the past well that producer-distributors must seitmate what the total income for a whole year will amount to for persons employed that way. Because of the stand taken by the Government, an appeal from this unique ruling (does not look promising.

The gist of the ruling is that where annually the producer of the stand taken by the standard of profits or receives up that of the producer of the standard of profits or receives any the second of the standard of profits or producer distributor must pay a tax based on what it estimated each such individual will earn through these contractual arrangements. Throughout the industry, there are other instances where producers directors, artists and others who receive a cut over and above salaries. There are other instances where producers definite just how many pictures will be turned out within a given calendar year on that or any other basis.

\*\*Dom't Wait Till End of '28 other basis.

### Don't Wait Till End of '38

While the unemployment insurance tax on total income earned was 1% of that total amount in 1936 and 2% in 1937, this year it is 3%. What the Government now expects is that for 38 each film company will set a fair amount of what the total earnings of percentage-sharing individuals will be for the calendar year and then weekly pay the 3% tax on those amounts, rather than wait until the end of 1938 to see what the books ould actually yield in royalty or percentage figures.

The matter has been in process of consideration, and discussion since the first of the year when the Social Se-

ally or percentage figures. The matter has been in process of consideration, and discussion since the first of the year when the Social Security Tax unit of the Treasury Dept. at Washington issued a ruling applying to film companies which make royalty payments to some first of the social security. The was ruled at that time that such royalty payments constitute wages for purposes of the social Security Act.

During the past week, it was indicated that after careful and extended consideration was given to the facts submitted the case, the Hays office representing all producers in the matter, that the January ruling was in accordance with the provisions of coixing law. Appeal from the decision forcing film companies to estimate total income appears dubious as a result of advice from Victor H. Social Security Tax unit, that Junder the circumstances, it is believed that a hearing relative to the matter would serve only to amplify the facts and contentions already presented and could not result in a change in the position of the Bureau. On the other hand, it is expected that the film companies are going to refuse to the room of the film companies are going to refuse to the room of the film companies are going to refuse to the room of the film companies are going to refuse to the room of the film companies are going to refuse to the room of the film companies are going to refuse to the room of the surface of the position of the position

the percentages are going to be.

How to Estimate Royalties?.

The producers-distributors had maintained that where coyalty payments become payable in the calender, year during which the services performed and which requires that an estimate be made? of the amount that will ultimately be paid, as more than the conditions of the case. In upholding its January ruing, discorrating, any hearing, the ratter, the Social Security Tox unit, however, informed the Hays' office as follows:

'Although, as indicated above, this

Although, as indicated above this

Although, as indicated above, this office is not in a position to alter the ruling under existing law, any further information you may desize to furnish will be given thorough consideration connection with any suggestions or recommendations this office may be called upon to submit office may be such as written stands on the books, the 3's lax must be mid out in estimate of yearly satisfies.

### Tracy's Post-On Junket

Hollywood, March 29.
Spencer Tracy, Academy, winner for the best performance of the year, sailed Saturday (26) for New York, where he will join Mrs. Tracy aboard the Rex for Genous. Accompanied by physician and toting a new Metro contract, the actor plans weeks four of Europe, He is, recuperating after major operation.

tion.

Tracy's first foreign port of call will be Genoa, Italy. From there he will travet to Paris, then to London for the start of a leisurely jaunt through the English country-

### Local Boy Doesn't Make Out So Good With N. O. Gendarmes

New Orleans, March 29

New Orleans, March 29.

John Carroll, Monogram star, spent several hours in jail here Friday (25) for contempt of court after pleading guilty to a charge of speeding 60 miles an hour a few hours carlier on St. Charles avenue. Carroll, known to the home folks as Julian Lafaye, also dec. a \$25 fise.

As he sat on a bench in recorder's court, Ken Gormin, Tribune columinist, walked to speak to him. Caryoll stood up to greet him when Court Officer Walter 'Arnaud said, 'Sit down until after court, 'according to witnesses. Take you'f, hands off me, 'Carroll is said to have replied. Thereupon the officer statted to take him to a cell when the actor protested.

protested.
Judge Rose refused to interfere, awaying that the court officer was carrying out his duty.
In the cell Lafaye said. This is a helluva reception for home boywho's made good.
He turned good samaritan, the cell by buying cigarets and sandwiches for the other occupants and paying the fines of several others.
He was paroled later in the afternoon custody of Seymour Weiss, hotel man and political leader.

### Ask Regan's Suit Be Moved

Hollywood, March 29.

Republic Pictures, sued in superior court here for \$18,000 by Phil Regan, has petitioned for the removal of the has petitioned for the removal of the action to federal court on the ground that it is an out-of-state corporation. Regan, complaint alleges the studio cancelled a four-picture contact calling for \$9,000 per feature while it still had two pictures to run.

### Robinson's Col. Pic

Hollywood, March 29.
Jo Sweiling is writing an untitled story for Columbia, for which Edward G. Robinson has been signed for the lead role. Picture will be Al Hall's next directorial effort for Harry Conn.

### Ams on Toast

### By TACK OSTERMAN

By JACK OSTERMAN
Major Bowes hasn't a corner on
amateurs. May we show you why
the whole world started as amateurs?
When you first start on a newspaper you're a graduate from the Darwin theo'ry—a cub, meaning amateur bean. You' start with a spoon,
break in a ladle, and gradually work

Your area muter, and the ressional.

A General Motors amateur was tenry Ford, who started with a tin lizzie and then thought of a guy who freed the slaves, mamed, a car afterhim that freed, him of Fords—the Lincoln. Man o' War didn't hearse as a colt for the Kentucky Derby. We the old boy last night in a newsreel talking to his son, War Admiral, and a new colt an amateur right now, but with few rehearsals might take some money away from Crosby and Bernie Mae West didn't originally, say

piano for her.

Rudy Vallee started as amateur for Blue White Diamonds, and has developed into a first-class professional, while some of the guys he left. Yale are still amateurs in trigonometry.

### It Happened Last Week

Lewis E Lawes, who, incidentally, is a warden on the side, knows his big house, his crooners and his secnarios. We're a sucker for, prison stories, which immediately makes us a sucker for warner Bros. Over the Wall, at the Strand, swell, even though the title sounds like a Gus Edwards unit. We have some grand titles for the Maior, Harry and Jack; for instance. Reformatory Days, "Ladies Only," with Auburn a background; and for musical, Jailbirds of 1938."

Jim Braddock proves anew that, in order to open, a restainant today, you must have four or five fights to your credit. Inn Braddock's Corner, on 49th street, evidences James didn't go too Farr off Broadway.

Saw a swell preview of Gone With the Wind last week; it's called Jezebel.'

Jezebel.'
According to reports when Room Service' is released with the Marx Bros they can retitle it 'A. Night in a Hotel. Night clubs are taking it on the chin bad they are now going to 7B.C-D.E-R & Gl Orson Welles, going to do 'Heartbreak' House', which G. B. Shaw wrote and dedicated to Cain's.

# MAY INCLUDE MEXICO

Harlan Thompson is returning to Hollywood and his next Paramount assignment. Paris Honeymoon, by easy stages, leaving today (Wednesday) via New Orleans. From there, possibly, to Mexico City as guest of Tito Guizar, who is currently finishing up a Par picture on the Coast and wants to host Thompson in the Mexican cantial.

and wants to host Thompson in the Mexican capital.

Recent politico oil mess, and the Mex attitude towards Americans, is the only hurdle why the Par producer may sidestep the Guizar invite.

# Again Reported Zukor May Return

To N. Y. as Par's Board Chairman

Reported that Adolph Zukor may eturn to New York permanently, with the reins at the Paramount studio Liken over by someone else should be give up active direction of tiddio activity. Zukor would probably officially act as chairman of the loard, tille he still holds, with duties the hold of the still holds, with duties the hold of the word with the would make half dozen the hold of the holds with duties the hold of the word would make half dozen the hold of the word would make half dozen the hold of the word would make half dozen the hold of the word word word of the held to devote a portion of his time.

Within Par during the past year there has been considerable growning because of the high cost of production prior to Zukor's transfer of the Cost about a year and a half load of the cost of the high cost of production of the Cost about a year and a half load of the cost of the high cost of production prior to Zukor's transfer of the Cost about a year and a half load of the cost of the high cost of the high cost of production prior to Zukor's transfer of the Cost about a year and a half load of the cost of the high cost of the h return to New York permanently, with the reins at the Paramount stu-

with the reins at the Paramount stidio taken over by someone else. Should be give up active direction of studio activity. Zukor would probably officially act as chairman of the band, title he still holds, with dutes at the home office of a varied character. Since going west to personably supervise all production, he has stired few board meetings.

William LeBaron was in charge of production prior to Zukor's transfer to the Coast about a year and a half since with board chairman has been at the studio, the has been in charge under the founder of part. Full control im, go back, to Letter Baron, it desired by Par gurd by Lee.

your way up to a scoop. Repor-your first murder, and you're a proferrional

awns from crossy and Berne
Mae West didn't originally say
Come up and see me some time.
That expression came from her land-lords before she was in the money
and Harry Richman was playing
piano for her.

# THOMPSON'S DETOUR

# January, 1938, Rise in Amus. Taxes Reflects Sharp Tilt in B.O. Over Dec.

### OPTIMISM NOTE

Nine L. A. First Runs Up Over March, 1937

Despite the calamity howling, figures show biz in nine L. A. first runs this month topped the comparative period last year. Circuits' trade also showed a gain, but indies report a 20% drop. This year's take for March in nine de luxers \$327,600, as against same month last year of \$26,000. Fox-West Coast reports 57 crease over last March in circuit first runs; while chain subsequents show 4% gain. Warners and Cobart circuits also report increased biz.

### Mickey Kooney's Dad. Joe Yule, Prefers To Troupe in Burleycue

Minneapolis, March 29.

Joe Yule, comedian-father of Mickey Rooney, young screen player, who came here from Hollywood to play a burlesque stock eugagesment at hie Gayety, says he gets more of a kick out of cavorting before the footlights in burlesque than he does out of being the dad of a film luminary.

Yule and his son have been corresponding by telegraph during the former's local eugagement. All newspapers here gave lim lengthy interviews and Metuy invited him to a special-screening of the latest Rooney picture. Judge Hardy's Children. Yule admitted Mickey's good.

### Carroll-20th Part

Hollywood March 29 Earl Carroll is not being renewed Earl Carroll is not being renewed at 20th Fox when his contract ex-pires April 5. As associate producer his last picture was Shirley Tem-

his last picture was Shirley Tem-ple's Stowaway.

Studio is holding director Otto Preminger on a new termer.

### SAILINGS

April 4. (New York to London).
Una O'Connor (Washington).
March 30. (London to New York).
Iving Asher, Harry Green, Jascha
Heifetz, Sax Rohmer (Queen
Marv)

Phil Baker. Ben Blue Saul H. Bornstein Saul H. Bornstein
Oscar Bradley.
Savington Crampton.
AI Goodman.
Rosemary Lane.
Arthur A. Lee.
Eve Loye.
Jeanette MacDonald. Tom Page. Howard Snyder

Washington March 20 Washington, March 28, Midwinter drop in theatre patronare was checked suddenly in January, latest Federal tax figures, vealed last week, and 1938 started out in healther shape than the prio

year.
Instead of continuing the usual Instead of continuing the usual seasonal toboggan, box office grosses began rising agai so that despite the sickening drop in December busithe segrening drop in December busi-ness the government's half from the 10th tap during the first two months of 1938 is bigger than any compara-ble period since the tax rate was lifted.

ble period since the tax rate was lifted.

February collections by the U. S. treasury—based on January ticket sales—amounted to \$1,659,640. This is a rise of \$300,225 over the disampointingly-low January total, which was the smallest in more than 18 months. February, 1938, hiul also was \$186,288 more than the same sanza of 1937.

Returning health to amusement by brought the February tax receipts above, the amount collected in six of the 12 months of 1937. Consequently, the Feds have pockeded \$3,013,055 from admission taxes Juniuary and February this year as contrasted with \$2,979,028 for the same portion of 1937.

### ASHER SAILS TO U.S. HAS HOLLYWOOD BIDS

London, March 29.

Irving Asher sails from London to-morrow (30) for New York and Hol-lywood. He recently exited post of production chief for Warners' Ted-ington studios.

Asher says that he has had several offers from Hollywood and going oners from Hollywood and going there to discuss them more thor-

### MacDonald. Eddy Set For Metro's 'Sweethearts'

Hollywood, March 29,

Sweethearts' has been set by
Metro as the next co-starrer for
Jeanette MacDonald in Nelson
Eddy.

Femme warbler left last Fildsy
(25) on a lefsurely indion jaunt to
New York planning to remain in the
east for two munths.

Inving Asher, rates, Heifetz, Sax Rohmer (Queen Mary).

March 31 (New York to Paris), John F. Royal, Mary Pickford, M. Ashlesinger (Normandie).

March 29 (Loudon to New York), Fernand Gravet, Marion Evensen, Eva Le Gallieme (Paris).

March 29 (Los Angeles to Melbourne), Lawrence Tribbett, Stewart Wille, John Evans (Mariposa).

March 26 (Los Angeles to Melbourne), Lawrence Tribbett, Stewart Wille, John Evans (Mariposa).

March 26 (New York to Rio de Janeiro), Frank Mazzone Co. (Southern Cross).

March 26 (New York to London), Caspar Cassado (Columbus).

L. A. to N. Y.

Ralph Austrian.

Wallis Rules Out Phoney.

Exteriors for WB Tinters

Exteriors of Warners for Warners

### N. Y to L. A.

Pascal Covici. igrid Gurie. Jack Kepp. Henrietta Malkiel. Harlan Thompson.

### ARRIVALS

Mr. and Mrs. George T. Delacorte, Nadia Boulanger, Gevalding Dvorsk, Richard L. Meyer

# Other News of Pix Interest

and ingress, quotes.	. Page	1.0
Bacher may return to 'Hollywood Hotel'	Page	29
El Brendel, Jr., on radio	Page	29
Guest stars cheaper N. Y.	Page	30
Radio in Hollywood.	Parc	30
Radio reports on Lewis Stone-Mickey Rooney Eddie Canton	3	1
Jack Benny-Fred Allen, British 'Snow White,' Metro-May-	4	1
well, Vallee, Boris Karloff Par	rs 34	-35
New daytime songplug idea.	Prin	47
ASCAP royalty off 10%	Pare	40
Lupe's no-peecture burn-up	Pune:	55
Tom Mix and Tim McCov start circus seasons	Page	63
	Bacher may return to 'Hollywood Hotel'.  El Brendel, Jr., on radio.  Guest stars cheaper N. Y.  Radio reports on Lewis Stone-Mickey Rooney. Eddic Canton.  Jack Benny-Fred Allen, British 'Show White', Metro-Maxwell, Vallee, Boris Karloff.  New daytime songplug idea. 4.  ASCAP royalty off 10%  Lupe's no-peecture burn-up.	Bacher may return to 'Hollywood Hotel'. Page El Brendel, Jr., on radio. Page Guest stars cheaper N Y Page Radio in Hollywood. Page Radio in Hollywood. Page Radio reports on Lewis Stone-Mickey Rooney, Eddic Canton. Jack Benny-Fred Allen, British 'Snow White, 'Metro-Max well, 'Vallee, Boris Karloff. Pages 34 New daytime songplug idea. I Page ASCAP royalty off 10%. Page Lupe's ino-psecture bugn-up. Tom Mix and Tim McCoy start circus seasons. Page

10年中4元35

# PIX BIZ'S TO 'B' OR NOT TO 'B'

# Universal Intent on Full Delivery Of All Its '37-8 Product; 16 to Go

Primarily interested in getting the balance of this year's product de-livered in full, amounting to 16 piclivered in full, amounting to 16 pictures, but also wanting to make headway on a schedule for the coming season (1938-39), Nate Blumperg. Universal president, will remain on the Coast for the time being and very likely stay out there until William A. Scully U sales manager, and the comment of the will be able to make the trip for two or three weeks.

Delayed on deliveries early last

he will be able to make the trip for two or three weeks.

Delayed on deliveries early last winter when the company was going through administrative troubles, Unight be justified in falling short on commitments for the balance of this season, but instead of taking that advantage, efforts are being made to bring out the whole 16 yet to go. This will include one Danielle Darrieux, one John M. Stahl production, one Victor, McLaglen and one more Deanna Durbin musical, all of which were promised.

Meant , consideration is being given plans for 1938-39 when U will probably offer a program of 40 features, minus any westerns. When he reaches the Coast, Scully will huddle with Blumberg and others on the 38-39 setup as well as on production remaining to be done the balance of this season.

Since coming into U Jan. 1, Scully has been taking a few days here and

Since coming into U Jan. 1, Scully Since coming into U.Jan. I, Scully has been taking a few days here and there to visit U exchanges. He has covered "all the branches except those beyond the Rockies which he will contact before returning from the impending Coast trip.

### 20th-Fox Announcing 56 for 1938-39; Also Its Own Short Prods.

Twentieth Century-Fox is planning program of 56 features for 1938-39, minus any westerns. This number is expected to be announced today (Wednesday) at the Kansas City dis (Wednesday) at the Kansas City dis-trict managers' convention which will be attended by John D. Clark and Charles E. McCarthy, who are coming east from the Coast. Sid Kent has changed his mind about at-tending and has returned to New York.

The program will include no west-erns. A half dozen horse operas-were sold and will be delivered for the current (1937-38) semester, pro-duced by Sol Lesser, who isn't being renewed.

renewed.

A series of comedy shorts with
Lew Leht, laugh commentator for
Fox-Movietone, will be included in
the 20th lineup under its policy to
produce its own briefl program for
the coming season, following termination of the contract with Educational:

Truman Talley, newsreel head, who with have charge of the shorts production, will also turn out a series of Lowell Thomas travelog shorts; as well as continue the Magic Carpet and Adventures of Newsreel Cameranien series.

Present plans are to make the Lehr and Thomas series six shorts each.

### Mono's 42 for 1938-9

Scheduling a sales meeting for Cincinnati May 8-10, to be attended by its franchise holders, Monogram will probably schedule a program of 42 features for 1938-39. That will be the same humber as remarked reaures 101 1938-39. That will be the same number as promised this year, but under present plans based on the showing being made this season aganist sales quota, the company expects 10 spend more on the same number of films.

George W. Weeks, who succeeded Eddie Golden as general sales manager, latter becoming v.p. and assistant to W. Ray Johnston, will shortly start covering Mono exchange points.

Hollywood, March 29.
Deso gashes being cut in studio expenditures by the current economy wave are best described order issued by the efficiency expert of an important indicutifit, and posted on

tant indi outfit, and posted on the studio's bulletin board. It wayns against continuation of the practice of stenographers using fresh carbon paper for each letter and the wastebasket-ing of memo pads without every sheet being completely utilized.

# PAR TO COMMIT **SELF ONLY TO** 52 FILMS

Paramount will not produce as large a program for 1938-39 as this season, under present plans. Company is leaning to the thought of offering accounts a minimum of 52 pictures against a maximum that will not be many points higher, possibly around 58 or 60. Thus it will not be committed to deliver more than the 52 minimum, number promited to the committed of the program of the product of the program of the pro

not be committed to deliver more than the 32 minimum number promised. On the current season ('37-'38) the company announced a program of 55. That has been its average figure for many years. Chances are Paramount will hold one district managers' meeting at some central point. Canadiam men also attending, with district mgrs, following, that up with meetings in their zones attended by exchange leads, and possibly salesmen.

### KENT'S DOWN UNDER **INSPECTION VISIT**

There is a chance that Sidney R. Kent-may soon be going to Australia to take a squint at some of the company's properties and meet with the Hoytls management and employes who serve 20th Century-Fox in that down-under territory. This will be the first trip of its kind to be made by the chief executive of 20th-Fox which is owner of Hoyt's circuit, the leading Australia theatre-chain. Before going to Australia Kent is Scheduled to go to London and Paris for company sales confabs.

### Claudia Morgan Put Under Contract by M-G

### Double Coin for 'Squad'

# PLAY AN 'A,' OR A PAIR OF B'S

Film Buyers Skeptically Re gard New Season Announcements on A's or B's - If It's Boxoffice, That'll Determine the Alphabet in the B. O.—But Low-Cost Films for Duals Seem In, Regardless

### A FRANKENSTEIN?

Flim buyers of the larger affiliated and independent, theathe circuits are regarding the announcements from toll wood that the new senson will find an abundance of A product and a shortage of Bs. will some skepticism. These men, whose job It is to compose the duets of feature films, wherever dual programs prevail, believe there will be just as many B's buzzing, around the conting season as heretofore.

On the theory that a film, like a rose, under any Jiher name remains a lower, bracket picture if the showmanship elements of star cast, advertised story and first-class production elements are missing, circuit buyers and bookers are not unduly alarmed by distributors early season nouncements that all pictures in the spring announcements are 'great.' They couldn't be less and at the same time inspire the selling organizations with the necessary enthusiasm to ast for higher, rentals.

Not so long ago the major-producer-distributors were bragging about their listings of B pictures. Sales chiefs, division and distriet managers infused their sales organizations with virtues of flexibility and the advantages of a wide spread in quality of their season's programs. Double billing of features was enveloping the nation's theatres and every large company visioned its pictures as the parancea for all theatres' lills, including the necessities of good film entertainment, at lessened the dual policy.

Less which has seen Holly word the features was enveloped to the dual policy.

Costs Upped 44%.

In a year which has seen Hollywood production costs increase in all
studios to astounding 40% above
the preceding season, distributors
now are figuring ways, and means to
dispel the beriefs that there will be dispel the beliefs that there will be any B films on their programs for the 1933-99 session. Each sales manager, following the lead already taken by Metro-Goldwiny. Mayer, is sitting up ights thinking out argiments against the inclusion of the trade classification, B pictures, in connection with his particular group, where it once was lauded and hailed as the industry's redeement, the B film now regarded with raised eye-brows, and shunned with lifted shoulder. A Frankenstein is (Continued on page 62)

# Goldwyn's Korda Discussions In London Seen Leading to New **UA Control**; Miss Pickford Sails Hideout

Hollywood, March 29.

Even baggage smasher is someone for a picture producer to warm up to when there are process servers about. Samuel Goldwyn learned the efficacy of such friendship when he trained east recently before sailing for London. After successfully run-Iondon, After successfully running interference for Signid Gurie, Brooklyn-born. Norwegian actress, sought by L. Acourt attaches in a divorce action, Goldwyn, went into hiding among the trunks when the train passed through Illinois. He had recalled that a state action against his company pends in the courts and word reached him there were subpoena passets going through the train. The long arm of the law neglected to reach into the baggage cur.

# RADIO TRAILER FOR PAR'S WINGS

Hollywood, March 29 Paramount and the Don Lee-Coast getting together a sustaining series built network. 13-week around Par' picture, Men With Wings.

Bob Redd is producing the pro gram, which will be a cavalcade of aviation, with members of the picture cast in the radio dramatics.

### LOU RYDELL RESIGNS AS VARIETY AD MGR

Louis Rydell, advertising inanager

Rydell's resignation is effective April 9. He had previously resigned last fall, but was persuaded to stay on at that time. Now, however, he feels it to be in his own best inter-

# See Atlas-Rockefeller-RCA Group Owning 50-60% of RKO Upon Reorg

sociates are understood to be ready to provide millions in new working capital to United Artists, to increase that company's producing faciliti and sustain its world-wide distributhat company's producing facilitional sustain its world-wide distributing system. Samuel Goldwyn and Douglas Fairbanks currently talking the matter over with Korda in England. A new management control in United Artists may result from those London conversations, and Murray Silverstone may shift-from London to New York, as fead of UA's world-wide operations.

It's figured in some quarters that David O. Selznick may not renewith U. A.; after fulfilling his maning two-picture commitment. That would leave only Korda, Goldwyn and Walter Wanger til company's producer roster.

United Artists is running considerably ahead of last year in distribution income, and attract qualided producers to Fishase, through UA the partners may be setake to have the company flane's such producers. It is understood that such plan among the matters under London discussion. Presently Wanger, alone, enjoys this financing.

There is still talk about Korda and Goldwyn possibly increasing their

There is still talk about Korda and Goldwyn possibly increasing their equilies in UA, through purchase of part or all of the equity in the company owned by other partners, particularly Douglas Fairbanks and Mary Pickford

London, March 29.
Mary Pickford sails for London, from New York, tomorrow-(Thurs(Continued on page 25).

Sid Silverman, Presument, 154 West 45th Street, New York City

Poreign. 120 Vol. 130

### INDEX

	scheduled to go to London and Paris for company sales confabs.  Claudia Morgan Put  Under Contract by M-G  Hollywood, March 29. Claudia Morgan has been signed to a term deal by Metro and leaves	trade classification. B pictures, in connection with his particular group.  Where it once was lauded and hailed as the industry's redeemer, the B film now regarded with raised eye-brows, and shunned with lifed shoulder. A Frankenstein it (Continued on page 82)  on at that time. Now, however, he clean time. Now, however, he clean time to in the property of the in his own best intersects to withdraw.  Rydell has been advertising manager of Vantery for 18 years, and with this paper. 24 years.  No successor has been named.	Bills         54           Burlesque         53           Chatter         61           Dance Tours         40-50           Exploitation         27           15 Years Ago         52           Film Booking Chart         19
	New York next week for the Coast. Actress-daughter of Ralph Mor- gan and niece of Frank Morgan, also a Metr. contractee, has been appearing the Theatre Guild's legit production of Wine of Choice.	See Atlas-Rockefeller-RCA Group  Owning 50-60% of RKO Upon Reorg	Film Reviews     15       Forum     63       Girl's Eye View     21       House Reviews     17       Inside—Legit     57       Inside—Music     47
2 2 3 1 - 7 2	Double Coin for 'Squad'  Hollywood March 29. Universal has doubled to \$400,000. the budget allotted for 'Hell's Kitchen,' originally 'Hell's Kitchen,' and 'Beatrier Roberls' is set opposite 'Edunum Grainger is 'producing, with Ray McCarey directing.  Marco Out of U  Hollywood, March 29. Current studio economy wave-washed Mike Marco (Fanchon & Marco) off Universal's payroll.  He has been Junctioning for six	The Atlas-Rockefeller RCA group will probably be 50-80% owners of RKO, upon reorganization. Agreement has been reached upon most of the major amendments proposed in the pending plan of reorganization. Thus far there has been no mention of a board setup and the matter of an underwriting fee to be open also.  Just how much of an issue of new debentures shall be required to cover the ost of underwriting plus the east of the 27,000 share of Keith Albee - Orpheum preferred stock, to be purchased by RKO, will have to be worked out, if was at 11 light and the property of the cost of the 27,000 share of Reight and the property of the cost of the 27,000 share of Reight and the property of the cost of the 27,000 share of the 2	International News   12-13   Jack Oğterman   2   136   Laivrie, Jr   2   1   Legittimate   55-59   Literati   60   Music   17-50   New Act   53   News from the Dubie   62   Nite Clubs   52   Nite Clubs   52   Nite Clubs   62   Nite Clubs   62   Nite Clubs   62   Nite Clubs   62   Nite Clubs   63   Nite Clubs   64   Nite Clubs   65   Nite Clubs   Nite Club
	months as side to Edmund Crainger, U producer.	900,000 would be sufficient to cover firmation of the plan.	

# Copyright Law Protection to Pix Can't Cloak Restraint Practices, U. S. Rebuts Interstate's Appeal

Washington, March 29. Exclusive rights given under the copyright laws cannot cloak anti-trust violations, the Justice Department argued last week in opposing a Supreme Court review of the Texas case involving distributors rights to stipulate conditions under which their product can be exhibited in

case involving explorations under which their product ean be exhibited in subsequent-run houses.

With claim that their can be no doubt Paramount, RKO, Columbia and other majors conspired to restrain competition, Federal lawyers used positive propouncement on

doubt Paramount, RKO, Columbia and other majors conspired to restrain competition, Federal lawyers urged positive pronouncement on issues raised by Interstate Circuit. Texas Consolidated Theatres. Karl Hobbitzelle, R. J. "O'Donnell and ight distribs from the guilty verdict handed down last summer in a Sherman Act trial.

Chief questions involved, aside from whether the evidence showed a conspiracy behind insistence that subsequent runs charge at least 25c. admission and drop double bills, are whether the eopyright statute allow distributors to impose conditions in a way that trespasses on the anti-rust laws, the Government said. Justice Department wants to know (1) whether restraint of commerce through conspiracy is immune because of the copyright laws and (2) whether restraint is beyond prosecution if the distributors coincidentally imposed the same terms without having agreement between themselves or with favored exhibitors.

Pointing out that before the restrictions were applied, most Texas indies were used to charging 15c to 20c and often double bills, the Government said there can be little doubt that evidence showed the distribs united to limit the freedom of subsequent-run houses. Practices of tying exhibs hands cannot be a mere coincidence, brief remarked, since such unanimity requires the conclusion that the distributors acted pursuant to agreement and were parties to a common plan and undertaking constituting conspiracy."

Distribs' Argument

### Distribs' Argument

Distribs claim that since they re-ceive exclusive license under the copyright laws, they can impose whatever conditions they desire and are at liberty to talk with their first are at liberty to talk with their first customers about the terms on which late comers can use the product. Government countered by declaring the contract terms exceed the rights granted by the copyright statute. If an agreement has the effect of curbing competition and restraining trade, which prohibited by some other law, the practice cannot be tolerated, according to the D. J. attorneys.

The copyright law merely confers upon the owner a monopoly in the upon the owner a monopoly in the use which he makes of his copy-right; the Government brief says. It gives him, no authority to effect unlawful restraint of trade by combining his privilege with the privilege of another copyright owner.

owner.

By the conspiracy the distribu-tors, who have a substantial mon-opoly of feature pictures (75%, the other 25% being generally of infer-ior grade and drawing power) suppress all competition among them-selves in certain vital terms of their selves in certain vital terms of their contracts with subsequent-run exhibitors. They agree to boycott, respecting pictures within the scope of the agreement, subsequent-run shibitors-who-refuse-to-accept-the-terms which they impose. By their concerted action they deprive these exhibitors of their freedom of bargaining with the distributors individually as to whether either, both, neither of these terms or some modification thereof, should be included in their, licensing contracts. Agreements of this nature have been universally condemed as illegal under the Sherman Act.

To support the conspiracy charge,

To sipport the conspiracy charge. Government stressed evidence that restrictive clauses were not contained in leases with exhibitors except in the towns where the 100-odd Interstate and Consolidated bouses are stuated. Pointed to admissions that O'Donnell, general manager of the two chains, propositioned the chief distribs about putting limitations the subsequent-runs and remarked that none of the sales excess of the defendent companies took the stand. To support the conspiracy charge.

## McEvoy's Temple Tale

Hollywood, March 29.

J. P. McEvoy route here to write an original story for Shirley Temple.

Picture will be given.

Picture will be given \$1,000,000 budget by 20th-Fox.

### Ohio Exhibitors Fear Any Sales Tax Repeal Will Redound on Them

Columbus, March 29.
Possibility that Ohio sales tax may be repealed has exhibitors worried. Petitions are being circulated place on the November ballot a constitutional amendment forbiding imposition of the tax. General opinion is that if the amendment once gets on the ballot its adoption is certain.

Amendment would eliminate sales

adoption is certain.

Amendment would, eliminate sales
and use taxes, eigeret tax, beer and
wine taxes and other excise taxes,
with estimated loss of revenue of
\$70,000,000 to \$90,000,000 annually.
Figured that theatres and other
amusements would be the first place
that state would turn in search for

that state would turn in search for other sources of income, with possi-bility that theatres might find themselves again paying the state a 12% admissions tax.

### RAMISH-GORES' \$300,000 CONSPIRACY VS. FOX-WC

Los Angeles, March 29.
Charging conspiracy to violate the Sherman and Clayton anti-rust acts in denying it what it considers adequate film clearance for its, new house in the San Fernando valley. Laurel Theatres, Inc., has filed suit in U. S. district court here against Fox West Coast Theatres, Inc., its officers and associated companies, as well as all major distributing corporations. Plaintiff company, which is a co-partnership comprising Ben W. Berinstein and Pacific States. Theatres, Inc. (Adolph Ramish and Abe and Mike Gore), asks \$300,000 damages.
Complaint eites that theatre built and equipped at a cost of \$85,000 is unable to get product on the same basis the distributing companies book to other houses operated by the Laurel Theatre principals, within 21 days after pictures complet their first runs downtown in Los Angeles. Los Angeles, March 29

## 'SPAWN' HATCHED

Par Finally Gets Picture Away After Four Years of Delay

Hollywood, March 29.

After four years of seript rewriting and postponed starts, during which is has been passed from producer to producer. Paramount's Spawn of the North' finally went before-the-cameras last week on an ocean-front location set at Balboa Beach. Albert Lewin is producing, with Henry Hathaway in the directorial saddle.

Complete Alaskan fishing village has ben constructed 45 miles south of Hollywood, for filming that was originally set to take place in Alaskan Prop village covers 100,000 square feet, with buildings, boats and docks replicaed.

Cast includes George Raft, George Hollywood March 29.

replicaed.
Cast includes George Raft, George Rigaud, John Barrymore, Dorothy Lamour, Akim Tamiroff, Lynne Overman, Louis Platt and Fuzzy

Overman, Louis Platt and Fuzzy, Knight, Story, adapted from Barrett Will-oughby's novel of the same name, was first intended as a Carole Lom-berd starrer, but she rebelled on the ground that it wasn't her type.

### DR. KARL FISHEL OUT AS ROGERS SAN SUPT.

Dr. Karl Fishel has resigned as medical superintendent of the Will Rogers hospital at Saranac Lake, N. Y. No successor has been appointed to the yacated post held by Fishel for past three years.

Hint of trouble between board and Hint of trouble between board and the medice was denied by officials in New York. It was stated that he resigned of his own accord and wanted to rest. Understood Dr. George Wilson, his former aide, is temporarily in charge. Herman La Vine and Harold Rodner, trustees, were up at hospital this week for discussion with Dr. Fishel, latter tendering resignation immediately after.

Saranae Lake, N. Y., March 29.

Saranae Lake, N. Y., March 29: Following a meeting with Herman La Vine, trustee of Will Rogers hospital here, Dr. Karl Fishel resigned to the help they all wanted to walk but were persuaded to stay by the doctor. Patients also stormed when informed later in day in main lounge by Dr. Fishel, Meetings were held in various rooms with great majority of patients wanting him to remain.

### FIELDS' 'EIGHT BALL'

FIELDS' EIGHT BALL'

Hollywood, March 29.

W. C. Fleld's next Paramount picture will be filmed under the title, Behind the Eight Ball, instead of Things Began to Happen. Picture is set for an April camera start.

Story, is now being screenplayed by Ken Englund and Monte Brice. Paul Jones is producing, with Theodore Reed slated to direct.

# Trustee for William Fox Petitions U. S. Sup. Ct. to Untangle Assets

Washington, March 29. Order settling procedural argument in the William Fox bankrupter case was sought Monday (28) by Hiram Steelman, trustee of the former film tyeoon's estate, in a desperate effort to untangle the snarl of creditor demands. creditor demands.

Newest round took the form of a Newest round-took the form of a petition for writ of mandamus in structing the Third Circuit Court of Appeals to rule quickly on the validity of an order directing All Continent Corp., holding company, to unsheath its books for examination. Second time in two years the Supreme Court has been asked to help straighten out the Fox mess. Reviewing the complicated history of attempts to establish order. Steelman appealed for highest court aid in clearing the way for him to evaluate the assets and prepare to meet claims.

claims.

Newest SOS is outgrowth of two year-old fight for a look at the All Continent books, which was preceded by a contempt action in which the creditors won material victory. by a contempt action in which the respor-creditors won material victory, his as pack in September, 1936, while the sideline argument whether Pennsyl-vanic courts have jurisdiction over any angles of the Fox business was zing.

going on, Steelman asked consent to dig into the All Continent books. Rowing has been progress ever

Delay in getting an opinion as to the validity of the examination order jeopardizes creditors. Steelman told the Supreme Court. Said it is vital to-have a decision soon, since examination of the Fox estate indicates. Fox and All Continent are synonymous, and that complete appraisal cannot be made until their records are ogled.

cannot be made until their records are ogled.

Irreparable loss may result to the estate unless the formalities proceed promptly and orderly faghion. Steelman contends. Urgent to preserve the assets held by All Continent—stocks, bonds and securities, mostly received from Eva Fox—in view of the skidding Wall St. markets. Value has declined sharply of late. he pointed out.

Fight over All Continent has been going on for years. Creditors and Steelman claim. Fox tried to duck responsibilities by shifting some of his assets to his wife, who then put them in the All Continent till. Mrs. Fox ducked examination until the courts insisted she must stand quizzing.

# Havs Reelected: Report Stresses **Quotas, Ad, Sex and Educational Films**

### Ritzes Ribbing Dumas

Hollywood, March 29.
Twenfieth-Fox will satirize The
Three Musketeers' with the Ritz
Bros. starred.
They start the picture after finish-

'Straight, Place and

### Hartford Schools Tie In with Local Cinemas For 'Exceptional' Pix

Hartford, Conn., March 29.
Under a plan being worked out by a member of the Board of Education and committee representing the Men's Teachers Club of the Hartford Public Schools, motion pictures, shown in local theatres, will play an important part in the education of public school pupils. Although complete details have not been formulated, members of the committee and the board representative will study the board representative will study advance releases on pictures and recommend 'exceptional' ones to pupils in the high schools and those 22 years old in the other schools. If a recommended picture is to be shown in one of the theatres the manager of that house will be contacted and asked to give special rates to students who will be provided with identification cards. According to member of the teachers' committee the plan is purely. the board representative will study

educational one and the com mittee is neither a censorial nor pro-

### FROM SHORTS TO LONGS. METRO'S SCRIB IDEA

Metro is planning a new writer unit to brdge the gap between feat-ure scenarists and the recently abolure scenarists and the recently aboli-ished student staff. Would expedite movement of seribs from the shorts department to full-length films. Likely Edwin Knöpf will handle the shift.

In addition to \$2 features, same as made annually for many years, Metro for 1938-39 will sell a program of \$2 shorts, including series that are standard with the company.

There will be six Crime Does Not Pay melodramas, 13 Pete Smith relasses, eight Robert Benchleys, 12 FitzPatrick Traveltalks, 10 Carey Wilson psychological and scientific subjects, 12 Our Gang conedies, 15 cartoon, subjects, six two-reel musicals, and a new series featuring. John Nesbitt, vadio commentator.

Newsreel, News of the Day, will be included, 104 issues.

### **PUG'S PROGRESS**

Slapsie-Maxie Not Wasting His Talents on An Assistant

Maxi Rosenbloom has impressed upon Anatole Litvak, at least, just how seriously he is taking his career as a screen comic.

Issuing instructions to the production crew on Warners' The Amazing Dr. Clitterhouse' set to line the lights and camera on Maxie for a shot to be made immediately after lunch, the director departed for the commissary. Two minutes later the puglist Joined him there.

Litvak wanted to know how come. Issuing instructions to the production crew on Warners. The Amazing Dr. Clitterhouse set to the he lights and eamera on Maxie-for a shot to be made immediately after tunch, the director departed for the commissary. Two minutes later the commissary. Two minutes later the commissary two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary two minutes later the commissary. Two minutes later the commissary two minutes later the commissary. Laurels were handed out by Hays the commissary two minutes later the commissary. Later the part of the commissary two minutes later the comm

### Chanslor on 'Reno'

Chanslor on 'Keno

Hollywood. March 29.
Roy Chanslor has viceceded to the scripting stint on 'Road to Reno,' on which Austir Parker was working when he did he will mark the screen return of those Hampton, will carry one of the heaviest budgets yet fixed by Universal for its new season's product.

Figure 1.

Will Hays was re-elected president for the 17th consecutive time and other officers were renamed at the annual meeting of the Motion Picture Producers & Distributors ciation Monday (28). All directors were re-elected, with Nate Blumberg added to the directorate; elected to membership in the organization Universal's representative.

Spread of screen advertising prevalence of bootleg' films, some, of them importations but none approved by the industry's production code administration; threat to foreign business because of quofas and restrictions, self-regulation by the film business, and continuance of the MPPDA office to work with educators were among subjects stressed by Hays in his annual report.

He points out that only a fraction of American film footage was outside the code of self-regulation set up by the industry voluntarily, but that exhibitors share with distributors the responsibility to protect American flam campaigns of popular education organized to meet the menace of social disease. While he did not mention any picture by name, several features along such lines cently released for general public attendance doubtlessly were in mind. In this connection he said: The association has sought to give every encouragement to the development of the motion picture as, a distinct educational medium. But responsible organs of the press properly state the distinction between the use of the screen for entertainment and for health educational purposes, when they demand such restrictions upon the exhibition of such films as will

the screen for entertainment and for health educational purposes, when they demand such restrictions upon the exhibition of such films as will not allow them to be exploited un-serupulously and sensationally for a commercial purpose. To open the general entertainment screen to such films without restriction is to invite crowd psychology to do its worst.

crowd psychology to do its worst."

Screen Advertising
Sole way to keep the position of
the theatre screen as a universal entertainment medium is to keep it
that way,' Hays said about screen
advertising. He admitted that in
some places, as an element of support for small theatre operation a
sonable use of ad trailers has developed which may not detract from
the main entertainment. Hay
pointed out that extension of this
would invite public ill will for the
industry whether outright advertising films or indirect efforts offered
in the guise of entertainment.
Cooperation with educators seek-

in the guise of entertainment.

Cooperation with educators seeking to develop the usefulness of
films in pedagogy was being continued, he said. He pointed out that
a static library of educational films
would freeze rather than promote
education processes.

Hays made note of increasing difficulties encountered abroad bits
feculties.

Hays made note of increasing dif-ficulties encountered abroad but maintained that the industry here discourages any form of restriction against foreign pictures.

New Trends

Leaving a portion of his report open to discuss studio trends, he em-phasized the necessity of maintain-ing popularly priced productions, Hays stated that the saturation point in cinema attendance had not been reached and that some effort should be made to bring in new customers.

### WB Prunes Some More

Hollywood, March 29. Film industry's retrenchment bogey paid its second visit to Warners' studio publicity department, when Bob Burkhardt and Hunk 
Arnold, unit flacks, were dropped. 
Bureau, headed by Robert Taplinger under S. Charles Enicled, 
also snipped payroll connections of 
several stenographers and effice boys. industry's retrenchment

# COMMON SENSE MUSICALS

# Anschluss Shifts Austrian Film **Biz Under Berlin Office Direction**

Majority of major companies are realigning their forces. In Austria so that full direction of distribution for both Austria and Germany will be handled in the future from Berlin. Besides, changes of personnel in Vienna branch to conform with new Hitler regime, full control of U. S. distribution in two nations will be under the Germany corporations maintained by American companies. While a bit sarrive in definitely as-

maintained by American companies.
While a bit early to definitely ascertain, several major companies eventually will treat Austrian accounts the same as done on business in Germany presently. This may result in the withdrawal of all exceptings a few major companies. Metro, Paramount and 20th-Fox now distribute in Germany and of course will continue in Austria. Others may follow the precedent set in Naziland and quit the new Hitlernation.

may follow the precedent set in nation.

Paris office of Warner Brös, has sent word to 'N. Y. for no further shipments to be sent 'Austria, dicating that this company has no incention of continuing distribution there. Sam E. Morris, of Warner Bros, now is in London and probably will remain until the England's new quota is straightened out. He is due to sail for the U. S. April 8.

No word has been received by "Oth-Fox home office from the European general manager as to changes in Austrian setup. Indications were that this country would be a branch of main operations in Germany. Dr. A. Koretz, who has done much of corporation's legal work abroad, last was heard from in Yienna but his exact whereabouts and safety is in doubt.

Altitude of Metro is that everything should be centered in Berlin for German and Austrian accounts. No Austrian corporation representing Mc exists, being superseded by the branch Germany. That is what is happening to all corporation interests of U. S. firms in Austria of both Catholics and Jews to conform with ideas of the new Nazi regime. Company sees no reason for keeping a central office in Vienna because Austria now is part of Germany.

### RAH-RAH SERIES IN COMEBACK AT UNIV'L

Hollywood, March 29.
After months of mulling the sub-ject, Universal has decided to pro-duce series of bread and butter

duce series of bread and butter pictures laid against a college background. First, now being screen-played by Charles Grayson from an original by Maury Grossman and Thomas Ahearn, will be titled Freshman Year.'

When Carl Laemmle, Jr., left the classroom and joined his father in old Universal, his first assignment was the production of a series of similar two-teelers. They mademoney. New corporation's entry into the field will be with feature-length pictures, using the same casts in each, after the manner of 20th-Fox's The Jones Family' and Metiro's 'Judge Hardy's Family' series.

Initialer will go before the cam-eras in May.

### '20,000 Leagues' Back In Metro Prod. Lineup

Hollywood, March 29.
Metro has restored the Jules Verne story, '20,000 Leagues Under the Sea,' to its production schedule. Picture was shelved after the filming of underwater shots several years ago. Ancient tale will be filmed as one of a group of six to be made in color this year. Other films already set as finters are 'Northwest Passage' and 'The, Wizard of Oz,' both of which will be produced by Bernie Hyman.

# **Duck Quack Film**

Hollywood, March. 29.
Warners abandoned Your Life Is in Their Hands, an expose of certain types of shyster medicos, after spending a considerable sum readying the story for production. Action was taken because of protests from doctors, humane societies and other protesting sources.

Yarn was written, by William Rankin and Fleaner.

protesting sources.
Yarn was written by William
Rankin and Eleanor Griffi , following a long series of confabs with Dr.
Morris Fishbein, prez of American
Medical Association.

# **Producers Meet To Cut Budgets** At All Studios

Hollywood, March 29.
Producers Association holds its meeting Wednesday (30) with Joseph M. Schenck presiding and all company heads now here attending. Purpose of the session is to appoint a standing committee and to set budgets for next year. Understood, also, under discussion will be a general retrenchment move at all studios for united action in carrying out economic measures.

out economic measures.

Also to be taken up will be activities of two network air tattlers who have been taking pot shots at industry and people in it.

### 'HARBOR' NOT B. O. SO **METRO TUCKS IT AWAY**

Hollywood, March 29 Hollywood, March 29.

'Snig Harbor' has been indefinitely shelyed by Metro following a fourth rewrite of the script. Picture had been partially cast, and was to have gone before the cameras vesterday (Mon.) with Dennis O'Kcefe in the top role.

Aside from writing troubles, execs are said to have felt that the possible b.o. returns would not justify the production outlay.

O'Kcefe, with Maureen O'Sullivan opposite; has been assigned to 'Hold

opposite, has been assigned to 'Hold That Kiss,' which John Considine, Jr., will produce.

### Oland-20th Sign Anew For 3 More Chas. Chans

Hollywood, March 29.
Three more Charlie Chan pictures will be made by 20th-Fox during the 1938-39, with Warner Oland continuing in the name part, under a new contract signed by Oland, and Darryl Zanuck. First will be filmed in September, second in December and the third in March, 1939.
Studio, bay temporarily cancelled

and the third in March, 1939.
Studio has temporarily cancelled the remaining picture of the three due for the current season, but it is understood that it will be made in June, providing the actor, who suffered a nervous breakdown, is sufficiently recovered by that time.
Oland contemplates an occan voyage before resuming his film chores.

### U Signs Band Comic

U Signs Band Comic
Minneapolis. March 29
Universal grabbing Jack Marshall singing comedian with Benny Meroff, for pictures, Charles R. Rogers, U production head, had Peck Gomersall lost no time In tying him jup to a Hollywood contract.

Marshall has been with the Meroff band for the past several seasons with a unique type of comedy.

Prevalence of . double featuring and thirde flowards trying and the companies believe that considerable the considerable with the companies believe that considerable with the companies of risk on putting out more money for the recis and possibility that the plan for a two-reel would encounter difficulty by the cell and possibility that the plan for a two-reel and possibility that the companies of risk on putting out more money for the reels and possibility that the companies of risk on putting out more money of risk on putting out more money of risk on putting out more money of

# STORY EMPHASIS: GRANDEUR OUT

Musicals Are Box Office but Present Cycle Has Been Overdone and Is Overpriced Production-

### INTIMACY WANTED

Clambake musicals, as the big revue pictures are termed in Hollywood, have reached the point of almost total extinction, due to the weight of their production cost. With result that the picture business, while recognizing the merits of filmusicals for the box office, now feels that a new moderate cost cycle must obtain something akin to the old Princess theating and Vanderbilt theatre, type, shows on Broadway.

something akin to the old Princess theatis, and Vanderbilt. theature type, shows on Broadway.

Princess' intimate missicals, usually authored by Bolton-Wodehouse-Kern, are being referred to as the ideal, depending strongly on libretto, meaning sturdy story content, plus pleasant incidental songs, rather than flashy production to carry enn.

Hollywood end also agrees with the distribs that the recent crop of clambake filmusicals have been too much of like pattern. What's more, with each successive deltion of any of the series, it's become necessary to outdo the preceding version.

True, some of the established tags, such as "Broadway Melody," (30d Diggers, 'Big Broadcast,' 'Artists and Models,' and others, have assumed merchandising values, as box-office trade marks, and they most likely will be preserved. But the pattern will have to be changed.

will be preserved. But the pattern will have to be changed.

Overdone Formula
Hollywood, March 29.
In the recent retrenchment at the studios, with special eye to the personnel the filmusical divisions, such as songsmiths, stagers, musical arrangers, it's agreed that the recent pattern of screen musicals had begun to pall. They've scemingly run their course, temporarily at least, but many a producer concurs that the musical film is far from a drug on the market. There's always a market for a good filmusical.
Local analysis harks back to the 1928-29 musical 'gold rush.' as it was then called, but if, then eventuated into silly 'theme'
Today the same thing has happened, but in a more elaborate manner—they're all of the same backstage formula.
For that matter, the filmusical proponents argue the same thing applies to the screwball cycle of comedies—after 'My Man' Godfrey' they all hopped on 'cm. And the same thing threatens anew with the singing cowboy pictures—almost every studio's hopped on 'cm. And the same thing threatens anew with the singing cowboy pictures—almost every studio's hopped on that, also.

The chief hurdle with the big resuces is that an ever-growing length and topheavy production nut. Horough mounting talent costs, couldn't keep pace with the income. And when gricosts started to ease, the New York end squawked.

**Duals and Financing Temporarily** 

Styme the Two-Reel Newsreel Idea

# Pash Scenes and Critics' Raves Aid Foreign Film Imports at The **Expense of Costly U.S. Productions**

### Muni's Choice of Two

Hollywood, March 29. Hollywood, March 29.

Upon his arrival, here from a European vacation next week, Paul Muni will make decision as to which of two stories he will do as his next Warners picture. Studio has both 'Maximillian and Juaiez,' Mexican historic story, and Jack London's 'The Sea Wolf' ready for him.

Muni has already informed the Burbank outfit that he prefers Sea Wolf.

# No More Films. **Despite \$85.000 Bid: Helen Haves**

St. Louis, March 29.

St. Louis, March 28.

Helen Hayes is absolutely and permanently through with pictures. She is definitely committed to the legit stage from now on, even if it means some day going back to playing bits, So she stated here, adding that she had recently turned down an 885,000 bid for a single film.

Star, who won the 1932 Academy of Motion Picture Arts and Sciences Award, explained that her visit to Hollywood last summer was the final thing that led to her decision. She had never intended returning to film-acting when she left the studios several years ago, she said, but had always had private doubts about whether she would be content to stay away if she revisited Hollywood. During her last summer visit, however, she sat on the set and watched a scene being shot, but felt no urge to reappear under the Kleigs, she explained. Then she knew she was through with picture-making, for own.

through with picture-making for good.

When youngsters in Victoria Regina come to her for, advice or to confide their ambitions to go into lims, she feels like an old sourpuss to disillusion them, Miss Hayes stated. But she declares that her relief at not having to return to the studios may be compared to the sense of freedom of a convict just released from prison.

Star said she is now only looking forward to the end of the legit seasons so she can return to her Nyack, N. Y., home for a long rest.

### Banton Leaves Par

Hollywood, March 29.
Travis Banton, Paramount fashion esigner for 13 years) has checked

Travis Banton, Paramount Jashion designer for 13 years; has checked off the lot. He will free-lance in the future, doing one Broadway stage produc-tion each year along with film work.

Recent strides made by foreign features of propaganda of with unvarnished love themes and episodes causing discontent among certain exhibitors who have to buck this foreign invasion, with product deby drated by the Haysian production code. Not only are these foreign-invasion, with product deby drated by the Haysian production code. Not only are these foreign-inade films boosting, business for art cinemas, both in N. Y. and elsewhere in the U. S., but in numerous stances these pink or sexy pictures get the critical raves to the subordination of American vehicles. Only thing the European-made features have to overcome are state-censor bodies. Because bulk of the business for the foreign films centors in New York state, the arties are not overly worried, about the trimming. Virtually no foreign product comes, under inspection of the Hays production code (eastern branch) excending a percentage of British-made films. Then it is entirely voluntary with finished pictures presented for perusal by codists which precludes from the fine-combing that American features get by being Joebreened even before up into, production.

Even when foreign-languagers feel the shears, the attendant publicity invariably means added box office, even if the most offending scenes have been removed.

Besides having to buck these free.

even if the most offending scenes have been removed.

Besides having to buck these free-and-easy importations, exhibitors seemingly are upset over the way metropolitan critics laud the artistic angles of foreign importations while tearing apart U. S. pictures costing hundreds of thousands of dollars, though perhaps built only for enter-interest.

### **WOMAN SUES MAYNARD** FOR \$50,000 IN ATTACK

Memphis, March 29.
Secking to collect \$50,000 damazes for injuries received when Ken Maynard, cowboy film star allegedly attacked her backstage at the Orpheum. Miss Josephine Yannosey Scymour, of Hollywood, has filed suit against Maynard in Crittenden County, Ark, circuit court.
Clerk J. C. McCaa has attached Maynard's horse, Tarzan, which was slated to be shipped to the Coast. Maynard had completed a stand at the Orpheum and was on his way to California when notified of the suit.

### U Likes Idea of Deanna Durbin Off Air 'Til Fall

Deanns Durbin, who terminated radio work with Eddie Cantor this week, is not planning to return ho the air until this fall. This fits agreeably into Universal's plans for further starring vehicles for youthful singing star.

Durbin girl has a full shooting schedule lined up from now until late in the present year and her school work, excepting during the summer months, also cuts into added burden of radio appearances.

Hollywood, March 29.
Universal went borrowing last week negotiating Samuel Goldwen's Joel McCrea for the lead in Three Smart Girls Leave Town, Archie Mayo to direct it. Latter also borrowed from Goldwyn.
Pictures, sequel to the film that raised Deanna Dutbin to slort in, will be produced by the Passenisk, Philip Epstein writing the story.

double featuring the companies believe that consider

# Calif. Fruit Packing Decision Parallels Studios' Labor Plea: Indicates NLRB Jurisdiction

Washington, March 29.
Likelihood that the National Labor Relations Board will assert Jurisdiction over motion picture production, turning deaf ears on learned arguments that studios are not engaged interstate commerce, was seen Monday (28) in U. S. Supreme Court decision in the Santa Cruz Fruit Packing Co.
Marked similarity with the present screen writers and screen directors tiffs was obvious, with the Santa Cruz fruit screen writers and screen directors tiffs was obvious, with the Santa Cruz fruit seeking to escape compliance with the Wagner act because the materials used in their operations came from California and the bulk of the product was sold within the state. Identical points were raised by major producers' counsel in the SWG argument, which remains under consideration by the NLRB.
Little solace for film studios is found in the Santa Cruz decision, written by Chief Justice Hughes Says that even though a manufacturer may be engaged in local tivity, if his products go into interstate commerce his labor relations may, have an effect on trade which is subject to Federal supervision.

The close and intimate effect which brings the subject within the reach of Federal supervision.

The close and intimate effect which brings the subject within the reach of Federal supervision.

The close and intimate effect which brings the subject within the reach of Federal supervision.

The close and intimate effect which brings the subject within the reach of Federal supervision.

The close and intimate effect which brings the subject within the reach of Federal supervision.

The close and intimate affect which brings the subject within the reach of Federal supervision.

Federal agencies are properly con-

serted.
Federal agencies are properly concerned with preventing any 'injuricous action' which may have the effect of 'burdening and obstructing
interstate trade in manufactured' articles, 'Chief Justice explained. This
may result from labor disputes 'irrespective of the origin of the materials used in the manufacturing
process.' Furthermore the destination of the finished product 'is not
controlling if the sales in fact are in
interstate commerce!.

Although separately considered,
activities which have a 'close and
substantial relation to interstate commerce it said, and a strike at a
manufacturing plant which shuts off
the supply of goods that eventually
move over state lines certainly 'affects' such trade. Consequently 'affects' such trade. Consequently 'affects' such trade. Consequently 'affects' such trade. Consequently albor relations of the producer are
subject to Federal policing.

### **BUTTERFIELD HOME** IN MYSTERY FIRE

Detroit, March 29. Fire destroyed the main building on the summer estate of W. S. Butterfield, late theatre magnate, located at Gull Lake outside Battle Creek Mich. The blaze, of undetermined origin, also threatened several other homes in the exclusive beach area,

The Butterfield home was unoccupied at the time, the theatre magnale's widow, Mrs. Maxwell' Goodwin, being at her winter home in Battle Creek. No estimate of the damage was made.

### WB's New Moppet

Having diopped Sybil Jason, South African kidlet, after a few pictures, Warner Bros. is planning a buildup with, a substitute, Janet Kay Chap-man. Her first assignment will, be 'Little Miss Thoroughbred.'

Screen-tested recently on the Coast, the Chapman kid has been placed under a seven-year contract, which starts at \$100 weekly and graduates up to \$750.

Crump's Scrib ' Tech

Hollywood, March 29. Hollywood, March 28.

Irving Crump, editor of Boys
Life, who came to Universal on a
Jeave of absence to write an origiral scout serial, has completed his new
chore and is returning to New York.

He will return here to act as techical adviser on the cliffhanger,
which Henry MacRae will produce.

### DeMille's Caseyjoneser

Hollywood, March 29.
Next C. B. DeMille epic at Paramount will be 'Union Pacific,' which supplants previously announced 'Rudson's Bay Company.'

Film, an epic of pioneer railroad-ing, will have U. P. cooperating all along the line.

### Projectionist Beats Murder Charge When Agrees to Make Amends

Cleveland, March 29. Partly because the operators union backed him in court fight Hubert Ed-Partly because the operators union tacked him in court fight Hubert Edmonds, theatre projectionist who accidentally killed a boy in a cafe scuffle, walked out free when he promised to make restitution to the youth's destitute notier. Judge David R. Hertz placed him on probation for five years on his plea of guilty to manslaughter in the death of James Beebe, 19, who died from knife wounds last June because Edmonds objected to being stared at. Victim's mother; influenced court to cut his tern short on his promise to turn over part of his earnings to turn over part of his earnings to her. Hertz (okayed it on several conditions after learning boothman earned from \$2 to \$82 weekly.

First Edmonds will have to pay \$90 a month for support of his divorced wife and daughter, which he has been doing since 1936. Also must stay away from all likker places and report to a psychiatrist four times yearly. If any probation rules are broken judge threatened to send him to the pen on a 1-to-20-year term.

### 3 More for GN Release

Hollywood, March 29.
Grand National on Monday (28) got court approval for distribution of three more outside pictures to meet releasing commitments.
Max Alexander and Ken Maynard are delivering two westerns and Colony is contributing 'Shadow Murder Case.' GN now has eight outside pictures for release.

### Presnell Scripting at Par

Freshell Scripting at Far Hollywood, March 29, Robert Preshell checked in at Paramount yesterday (Mon.) to write the screenplay for 'Disbarred,' which will have Gall Patrick in the featured role.

Presnell was recently at Univer-sal as an associate producer.

### REVIVAL OF SHORTS PRODUCTION IN EAST

Revival of short feature producing Revival of short feature producing in the east is seen in recent production carried on at General Service studies, Astoria, under Audio Productions supervision and likelihood that 20th-Fox will turn out bulk of its shorts in this plant. Audio, which now operates old Eastern Service plant, takes work per picture basis or group from any major or indie company as well as industrial film work.

Audio recently reported work

film work.

Audio recently reported work done for Al Christie (20th-Fox release on present contract Educational holds), Paramount and Metroplus several commercial productions. Group of comedies to be made by Lew Lehr for 20th-Fox when they start producing own short features tentatively scheduled for east at Audio plant.

Hollywood; March 29.
Mel. Morganstern, Loew's chief booker of short subjects, and Irving Greenfield, Loew attorney, have arrived for Metro studio huddles with Jack Chertok, and Fred C. Quimby. New Yorkers will be here 10 days, studying the program for next season's briefies.

### Condor Stock Sans Value, Seven Charge In Suit for \$8,157

Hollywood, March 29.

Hollywood, March 29.

Seven Condor Pictures stockholders have filed suit for \$8,157 against
directors of the corporation, charging stock in that amount purchased
by them was valueless at the time
of the sale. Failure of the Securities & Exchange Commission to approve Condor's registration statement covering an issue of 472,818
shares at \$1 par value was cited as
basis for the action, launched in
U. S. district court here.
Plaintiffs are W. W. Caldwell,
Harrison Holliway, Morris B. Newman, Richard Stevens, Rice E. Coldwell, W. E. Combrink and Byron
H. Farwell, Named defendants
are George A. Hirliman, Amedee J.
Van Buren, Michael H. Hoffman,
Frank M. Snell, Albert Lieberman,
Max Forst, David A. Brown, Harry
J. Rothman, Glen W. Stephens, William Siegel, Thomas R. Catton, B.
E. Buchman & Co, B. E. Buchman
and Louis C. George.

### Blind Mice' on Tee

Hollywood, March 29. Hollywood, March 29,
Three Blind. Mice; written as a
stage play and bought by 20th-Fox
before being produced, has been set
for a camera start within the next
few days. Raymond Griffith is the
producer, William Seiter directing.
Cast will include Loretta Young,
Joel McRea, David Niven, Stuart
Erwin, Marjorie Veaver and Pauline
Moore.

# Industrial Films' Serious Inroads Has Hollywood Mulling Comm'l Prod.

Hollywood, March 29. Momentarily looming as a threat Momentarily looming as a threat to pictur production is the industrial film, with both Henry Ford and General Motors mulling the idea of making six-rele features in which only the opening announcement will entail advertising. Name players are being offered more money than they now receive. Indie theatres are reported going for them in a big way, some sponsors paying for the screening, others oftering their product as free bait for double feature bills.

Alteady some major studio exerus.

Already some major studio execu-tives, are considering the idea of illming commercial shorts. They are making a close check of subsequent-run houses using advertising to ob-tain audience reaction.

tain audience reaction.

While the big question is whether be public will stand for advertising on the screen, the situation recently booking screen talent for comreached the stage where a promoter mercials at figures higher than paid tried to buy up cuttings from the for regular film work. Cooley-Ulnewsusel organizations. He planned man have within the week placed to edit them into short picture several with a Detroit outfit, the flashes similar to the powerasts now broadcast by radio stations. Spon-ser of the advertised commodity it of and retur

would be inserted into the reel and would be tacked on for a flash-last-ing less than one minute.

Many neighborhood houses and smaller theatres, especially the rural communities, are already using commercials. Most of them claim that without the commercials to off-set overhead, their receipts would leave them in the red.

Exhibs insist that with Jam Handy and other commercial companies spending much on advertising films some studies do on shorts, much of their product can be classed as entertainment. They believe the public will take to the idea providing the advertising angle is not overdone.

young the advertising angle is not overdone. Radio biggies are closely watching the situation, to see if the scheme offers a serious threat to air pro-grams.

# C. C. Moskowitz of Loew's to Confer With Capt. Patterson of N. Y. News On Evils Mentioned in Editorial

### Metro Buys 'Rosary'

Hollywood, March 29. Hollywood, March 29.

Metro has closed a deal for the purchase of the talker rights to The Rosary, along with the privilege of recording, the song, 'My Rosary' Negotiations with Edward E. Rose, playwright, have been under way for several months.

'The Rosary' was twice made as a silent film.

### Recording Courtroom Proceedings Moves A Step Forward in D. C.

Washington, March 29.

Washington, March 29.
Despite protests that judges and lawyers are not trained in diction like film and radio performers, the House last week gave a boost to the idea of using sound records to improve administration of justice. Passed the Hobbs bill; authorizing experimental installation of recording and reproducing apparatus in local courtrooms.

Admission that thought of filming important court trials has been

local courtrooms.

Admission that thought of filming important court trials has been shelved was heard during brief, discussion of the legislation, which has still to be acted upon in the Scnatc. Representative Sam Hobbs, author of the measure, said he never will be satisfied until all proceedings before the bench are recorded in sound pictures but that high cost of lensing trials has made realization of this hope impossible for the time being. Sound record stunt was rapped by National Shorthand Reporters Association, which not only complained it will throw them out of work but also said litigation cannot be carried on without printed transcripts. Scribblers don't agree with the experience of broadcasters and the film industry, contending it is easier and more convenient to read than listen, particularly trying to understand legal problems.

### \$250,000 'RACES' SUIT VS. METRO TOSSED OUT

The \$250,000 'litt' suit brought by Philip T. Clancey, playwright, against. Metro-Goldwyn-Mayer Pictures Corp. and Robert Pirosh, one of its scenarists, was tossed out Monday (28) by N. Y. Federal Judge Albert C. Coxe. Clancey claimed plot of the Marx Bros. film, 'A Day at the Races,' was thefted from his play. Nuts to You, 'after he had 'orally' suggested the idea to Pirosh. Court, in an opinion, held there was no similarity between the picture and the play and the suggestion claimed to have been given by Clancey to the scenarist was of little consequence. Besides damages, plaintiff, wanted an injunction and accounti

### 3 in a Row for Power

Hollywood, March 29.
Tyrone Power is set for a busy year with choice assignments on the 20th-Fox lot. As soon as he finishes his current-role-in-Alexander's Ragitime Band'. he will step into the character of Ferdinand & Lesseps in Suez. 'slated to go before the cameras May 2 on a \$2,000,000 budget. Following this he scheduled for the title role in Jesse James,' which will be fillined in technicolor in the actual locale of that outlaw's exploits. Hollywood March 29

Darryl Zanuck has finally cleared the rights to the tale after long ne-gotiations with the James' heirs.

### Pawnee Bill Objects

Oklahoma City, March 29, Gordon W. (Pawnee Bijl) Lillic, former Indian fighter and Wild West tormer indian ignier and Wild West, showman, has protested against a move to parole Ralph J. Hutchman, bond salesman, from five year term at McAlester penitentiary. Lillie says that he lost, \$26,865 in a bond deal with Hutchman.

Because Joseph Medill Patterson, editor-publisher of the N. Y. News, is held by Broadway and Hollywood to be a friend of the general show business, and particularly an ardent film enthusiast, Charles C. Moskowitz, v.p. of Loew's, Inc., over theatres, will huddle with the newspaper publisher upon his (Moskowitz) return from a Florida vacation in a fortnight. It's further in answer to that recent News editorial on duals. A date that Moskowitz and Oscar A. Doob of Loew's had with Capt. Patterson was unavoidably cancelled and, in meantime, Moskowitz had his Miami Beach plans all set.

Loew's, from its practical experi-

plans all set.

Loew's, from its practical experiences, will set forth to the newspaper publisher that the show interests, just as Patterson's News, operate for the majority. And Loew's has a conclusive polling medium, i.e. every ticket purchase, that the fans now-adays want the most for their money, meaning duals. Boxoffice tallies which any theatre owner best know indicate that the two-for-one fans far exceed the single-picture advocates, any polls or round-robin votes to the contrary.

Loew people know that Patterson,

cates, any polls or round-robin votes to the contrary.

Loew people know that Patterson, for example, ducks into their 42d street cinema, near the News office of an afternoon because he's a film fan. And while he represents a choice minority which can hop into their cars and travel around in the Westchester suburbs, only to find that the same pictures are day-and-dating in this and that town, the Loew theatre department realizes that the average fan goes to the pictures, either of a Saturday Sunday—not both days—and either walks or 'trolleys to the nearest cinema. That's why their zoning and clearance setup—as is that of any RKO, Paramount, Skouras, Randforce or indie house—is such that day-and-dating of the same pictures in its affiliated houses doesn't detract from the boxoffice.

Furthermore, Moskowitz will seek

Furthermore, Moskowitz will seek to convince the News' Patterson, that if Loew's or any other theatre oper-ators were to stagger film releasing

ators were to stagger film releasing in the manner in which Patterson advocated editorially it would probably create plenty of squawks-through delayed releasing.

The News' pro-show biz editorials giving plays and pictures some extra-fancy plugs on occasion, plus the fact that the tab's 2,000,000 circulation is very imposing, has the Broadway bunch anxious to make the newspaper publisher appreciate some of the trade ramifications.

### PA. AGAIN ENVISIONS SUMMER SHUTDOWNS

Philadelphia, March 29.
With b.o.' off and considerably more houses, many Pennsy theatres here are planning to revert to old system of closing down during the summer. Until 1935 it was standard practice in many film spots to shutter in order to duck the heat. With coolish summers and fair biz, however, idea was given up recent years.

Now appears plausible and prac-tical plan, however, and many ex-hibs are going back to it.

### Winging for Warners

Hollywood, March 29, George Brent and Ronald Reagan will share top billing in Warners production of Wings Over the Navy, which will be filmed at the air training station at Pensacola, Fla. Lloyd Bacon is set to direct.

Script, has been approved by Uncle Sam despite recent order half ing further Army-Navy, co-operation to picture companies.

### PAYNE PAID OFF

Paramount has paid off the player contract of John Payne, held jointly by that company and Emanuel Cohen.

Thesp's most recent ssignment was in 'College Swing'

# Personals Jazz Up Chi Bookings But Biz OK: Apollo Duals No Go. 3G: 'Hawaii'-Garland-Davis Solid \$20,000

Chicago, March 29.

Several precedents being set in the loop this, week. In the first one, the Chicago breaks tradition by holding over the Kay Kyser ornelstra on its stage for an additional three days, and changed in stage show yesterday week. This Kyser holdover followed mash biz the orchestra turned in for the house last week.

Tied in with Kyser is 'Bringing Up Baby, marking the first time an RKO picture has played this house. Regular RKO house, the Palace, is they at present with 'Snow White' and hus Mad About Music' scheduled for no opening on Easter, which would have kept the 'Baby flicker out too 'Abollo went double features sud-

have kept the 'Baby' flicker, out too long.

Apollo went double features suddenly on Saturday (26) with first common state of the first time that first run flickers have been on the first run flickers have been or control in the first run flickers have been or control. I like the Chicago, has a weekend headliner in Judy Garland who went off the show after three days to fly to the Coast for the Metro air show. This house also has an RKO flicker on the screen, 'Hawaii Calls.'

Snow White' is now in its fourth

ari snow. Inis house also has an RICO flicter on the screen, 'Hawaii Callas'.

Snow White' is now in its fourth week at the Palace and looks' a circhitur litter more weeks.

Estimates for This Week Apolio (B&X) (1,200; 25-25-40-50) — Octopus' (WB) and Kid Comes Back' (WB). First time first run plx are being double featured locally. Experiment a flop at \$3,000 indicated Back may try duals another week. Back (MC) around \$6,000.

Chicago (B&X) (4,000; 35-55-75)— Singing Up Baby' (RKO) and stage show. Kay Kyser orchestra held over from previous week for additional three days, going on Sunday uight to hop to New York for Lucky Strik broadcasts. Kyser band smash last week and over weekend, but Monday (28) big drop came and lucky if \$25,000 on week, indirish. Last week Kyser on stage plus Sally. Irvno: (20th) walloped to powertul \$3,000 to Mexical Back (B&X) (900; 35-45-55-55).

\$37,000.
Garrick (B&K) (900; 35-45-55-65)
—Goldwyn Follles (UA). Brought
back to loop for additional run and
looks for fair \$4,500. Last week,
Case of Murder (WB) okay at \$5,400.

back to loop for additional run and looks for fair \$4,500. Last week. Class of Murder: (WB) okay 153,400. Oriental: (165EX) (3,200; 35-55-75)—Tlawaii: Calif. (RKO) and vaude. Benny Davis unit on stage, plus Judy Carlaid for the three of the stage of th

### **Key City Grosses**

Estimated Total Gross
This Week.....\$1,537.200
(Bused on 23 cities, 163 theatres, chiefly first runs, including N.y.)
N.y.) Gross Same Week
Last year.........\$2,996,400

Last year ..... \$2,096,400

City Revels' (RKO) and Everybody's Doing (RKO). Experbody's Doing (RKO)

# PITT PIX CLIMB: 'GIRL' 18G ON **BIG START**

Pittsburgh, March 29.

Pittsburgh, March 29.

Slight pickup, not sharp but sizable. Weekend excellent, favorable weather bringing them out and also filling downtown with suburbanies, resulting right down the line in a healthy two days.

'Girl of the Golden West' getting the Penn back into the money, again, although take won't be up to that for previous MacDonald-Eddy flickers, Tommy Dorsey's band is giving Stanley, nice protection from indice only two new flickers around, ho's being the rule elsewhere.

Alvin keeping 'Sally, Irene and Mary' for five extra days, hardly on strength of, first full week's gross, however. 'Snow White' at Warner in fourth week downtown and 'Mad About Music'. second at Fulton both paying heavy dividends.

Estimates for This Week

both paying heavy dividends.

Estimates for Thir Week

Avin (Harris) (2,000, 25.85.50)—

State of the paying the paying the days of ho, not had and should hit pretty close to \$4,000 on abbreviated session. Last week, muiscal god around \$7.500, isst fair, which ordinarily would mean only one week. House going heavy for reissues again, bringing in "Viava Villat (MG) 'Thursday (31) on dual with City Girl (20th).

### AMPA Elects Tomorrow

With a regular slate nominated, the Association of M. P. Advertisers is scheduled to elect officers for coming year at meeting to be held tomorrow (Thurs.). Likely that seven advertising awards, to be tendered to départments or divisions of them this year rather than individuals, also will be revealed at the session.

Slate nominated includes Raiph Rolan, for president, Paul Lazarus, Jr., vp.; Lester Thompsor, secretary; Paul Benjamh, treasurer. Directors scheduled for re-election are Vincent Trotta, Martin Starr, Mort Blumenstock, Gordon White and Elias Sugarman, Rutgers Neilsen goes up as trustee for three years, while Hap-Hadley is to be counselior to the U.S. sellor to the U.S Chamber of Commerce.

# 'CHICAGO' BIG IN DETROIT, \$32,000

Detroit. March. 29.
Everything getting the go-by, except in Old Chicago and wande at the control of the control

Mad About Music, following two weeks at the Fox, moves into the Adams but looks played out.

Estimates for This Week
Adams (Balaban) (1,700; 30-40)Mad About Music (U) (re-run) plus Midnight Intruder' (U), dualities of the second of the se

### 'Follies' \$4,200, Lincoln; 'Honeymoon' Okay \$2,800

Lincoln, March 29

Lincoln, March 29.

'Goldwyn Follies' this week at the Studit is clicking, with pretty fair reception being given Second-Honeymoon' at the Lincoln, Biz generally is feeling, something—Lenk, the receith or no one knows what.

Estimates for This Week.

Kiva (Noblo) (440: 10-15)—'Dr.

Form' (GB). Slow, \$800. Last week.

Awidi Truth' (Col), on a freu after a month's stay on the first setting, still.good. \$1,100.

Liberty (Cooper)' (1200; 10-15)—'Courage of the West' (U) and Wild and Woolly (20th, spill with 'God of the Rangers' (Mono) and 'China (Lipper' (WB): Sosso, \$900. Last week. Where the West Bevins (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjins at College (20th), spill with 'Make a Wish (Mono) and 'Life Berjin at 'Make (20th), spill with 'Make (20th), spill with 'Make (20th), spill with 'Make (20th), spill with 'Make (20th), spil

# Spring Sun Chills, B'way Pens Up: 'Bluebeard'-Lombardo's \$56,000 Tops 'Fools' 55G; Temple, 'Girl' 40G Each

### Broadway Grosses

Estimated Total Gross
This Week \$278,500
(Based on 12 theatres)
Total Gross Same Week
Last Year \$424,600
(Based on 12 theatres)

The week.

(Based on 12 Integree)

Total Gross Same Week
Last Year.

(Gased on 12 Integree)

Dinnik with summine and springstream of the stream of the str

week, 'Moreily We Live' (MG) sittered from spring fever but fair at \$20,050.
Critlerion (1662: 25-40-55)—Tip-Off Girls' (Par). Meller opened well here and may stretch to \$9,000, pretty good. Last week, 'Drummond's Peril (Par) finished at close to \$8,000, fair good. Last week, 'Grummond's Peril (Par) finished at close to \$8,000, fair good. Last week (151) and holding up satisfactorily on the hold-over for about \$6,000.

Palace (1,700: 25-35-35)—Sally, Irene' (20th) (2d run) and 'Kid (Comes Back' (WB) (2d run)) and 'Kid (Comes Back' (WB) (2d run)) and 'Kid (Comes Back' (WB) (2d run), twinned Doubleton looks about \$8,000, bear-able in view of things. Last Back's (WB) (2d run), twinned Doubleton looks about \$8,000, bear-able in view of things. Last Back's (WB) (2d run), built toward the finish, getting to nearly \$9,000, okay.

Parameunt (3,664: 23-35-55-85-99)

—Bluebcard's Eighth Wife (Par) and Guy Lonbardo orchestra. Heavily patronized over the weekend first seven days' business. \$50,000 after the complex of the seven days' business. \$50,000 after the complex of the policy of more than two years. Saturif day-Sunday (20-27) take of \$23,000 about policy of more than two years. Saturif day-Sunday (20-27) take of \$23,000 asts a record for any weckend here. Last week; second for Big Broad-cast' (Par) and Cab Calloway, \$28,000. not big but no squawk.

Radiac City Misch Ball. (5,800 40-16) and starge how. Picture deemed throughout trade to deserve better than it's doing here, bad notices being largely blamed: very disappointing at under \$55,000, about phorest chuse can remember. Last week's 'Jezebel' (WB) (2d lap). \$40,000 after the complex of the year of yea

# Philly Mostly Sad; 'Bluebeard' 21G, Dangerous' \$21,400, 'Lady X' \$7,100

Philadelphia, March 29.
All but one of the deluxers brodied this week. Combo of weather, weak-ies and h. 's accounted for the b. o. fizz.
Shining out of the flock is 'Bluebeard's Eighth Wilc' at the Fox, snapping to nifty \$21,000. Claudette Colbert and nice handling by the cirx providing the impetus. Set for another lap.

Colbert and nice impetus. Set for another Jap.
Among those failing to hold up is 'Show White,' in . Its Jourth week at the Stanley. Mentioned eight weeks and expected six weeks futtering away with \$13,800 for the session. Goes out tomorrow (Wednesday) for Jezebel,' with four weeks and one day. Is set for next three weeks at Vesith's

day is set for next three weeks at Keith's.
Policy at the Karlton is being juggled these weeks. Usual second-run was dropped this session to put in Westland Case. However, the pic is being pilled four days with a measly \$1.100. Rebecca opens to-morrow (Wednesday) for one week, followed by First 100 Years' for nine days, which will get the house back on schedule. Setup provided to compensate for error in judgment which landed the latter nic, sophisticated comedy, in action-loving Stanton.

Estimates for This Week

comedy, in action-loving, Stanton,
Estimates for This Week
Addine, (WB) (1.200; 40-55-75)—
Divorce of Lady X' (UA). Punko
\$7.100. Last week (2d Iap) around
for-Tom-Sawyer'. (UA) - also-very
bad at \$7,000. Too much Snow
White competitish and nabes always
better here anyway for this type
product.

two-a-dayer isn't strong enough to take.

Fox (WB) (2.300: 40-55-65)

Bluebeard's Eighth Wife' (Par).

Bluebeard's Eighth Wife' (Par).

Strongest thing in town and welcome surprise at powerful \$21,000; easily entitled to a h. o. Last week. Repected (2004), held for nine days to get grower to be considered to the construction of the construction

Sally, Irene (south)
So-ox \$4,000.

Keith's (WB) (2,400; 40-50)—Tom
Suwyer' (UA) (2d run). Tinter n.
s. h. here for third week in town at
44,400. Last week, 'Bringing Up
Baby' (RKO) (2d run) mediocre with
42,000.

Baby (RKO) (2d run) mediocre with \$4.700.
\$5.00 (WB) (2000; 40.55-65)—
\$5.00 (White (RKO) (4th week).
Nocediving in the properties of the

### 'Tom' 14G, 'Jezebei' 11G: Prov. on the Upbeat

Things are picking up here. Jezebel at the Majestic, 'Adventures' of Tom Sawyer' at Loew's, Bringing Up Baby' at Albee, and 'Rebeca of Sumybrook Farm, in second week and all the second week and all the second week as a second w

Estimates for This Week Estimates for This Week
Albee (RKO) (2,20) (2,5,35,50)—
Bringing Up Baby (RKO) and
'Jury's Secret (U). Balanced bill
heading for snappy \$10,000. Last
weck 'Snow White' (RKO) (6th
week 'Dionne Darlings' (RKO) (3d
week) took big drip for so-so-\$5,000.
Carlton (Pay-Loew) (1,400) (25-3580)—Rebecca of Sinnybrook Farm'
(20th) and "He Couldnt Say No"

(WB), (2d run) looking for neat \$5,000. Last week, 'Merrily We Live (MG) and 'Arsene Lupin' (MG) (2d run) carried nicely at \$4,500. The carried nicely at \$4,500. The carried nicely at \$4,500. Carnival State (1998). The carried nicely at \$4,500. Carnival State (1998). The carried nicely at \$4,500. Carnival State (1998). The carrying show to handy \$7,000. Last week, 'Kid Comes Back' (WB) and Janet Dempsey on stage, tair at \$6,000.

Loew's -State (3,200; 25-35-50)—'Adventures of Tom Sawyer' (UA) and 'Start Cheering' (Col). Child-hood favorite attracting young and old for slam \$14,000. Last week, 'First 100-Years' (MG) and 'Wide Open Faces' (Col) drew only fair \$10,000. Majestle (Fay) (2,300; 25-35-50)—'Start (WB). Healthy \$11,000. Start (PB) and 'Elock Out of the carrying of

# '8TH WIFE' 14G; **CINCY SO-SO**

Just three of the major pic parlors we freshwhole sages must be sages to be sa

good.
Capitol (RKO) (2,000: 35-42)—
Tom Sawyer (UA). Transferred from Palace for second week; okay \$5,500. Last week. Sally, Irene and Mary (20th) (2d week), \$4,000,

from Palace for second week; okay 5,500. Last week. Sally, Irene and Mary (20th) (2d week), \$4,000.
Family (RKO) (1000; 15:25)—Daredevil Drivers (WB), 'Spy Ring', U), 'Night Spot' (RKO), singly. Average \$2,300. Same last week on The Shadow (Col), 'Double Danger' (RKO). Crashing Hollywood' (RKO). Crashing Hollywood' (RKO). Spearate. (RKO). Crashing Hollywood week. Bringing Up Baby' (RKO) (2d run), \$2,800, fair.

Keth's (Lisbon) (1,500; 25-40)—'Mad About Music' (U). Moved over from Albee for second week; good \$5,000. Last week. 'Start Cheering' (Col), \$2,500, terrible.

Lyrie (RKO) (1,400; 35-42)—Wide Color \$2,500. Sally (1,400; 1,500). Last week of the color of

(UA).
Shaber (RKO) (2,150; 42.60)—
Love, Honor and Behave' (WB) and vaude topped by Ina Ray Hutton's band. Fair \$10,500. Last week. Walk-ing Down Broadway' (20th) and Varieties of 1938' with Dave Apollon, \$9,500, tame.

# 'Chicago,' Omaha, 12½G Record; 'Beard' Dual Fair

Record; Beard' Dual Fair

Ornheum 1s Omaha, March 2s Ornheum 1s Omaha, March 2s Ornheum 1s Ornheum

### First Runs on Broadway

Week of March 31
Astor—The Call' (Best) (28),
Reviewed in Current Vaniery)
Capitol—Girl of Golden West'

Capitol—Girl of Golden West (MCM) (2d wk). Criterion—'King of Newsboys' Rep.)' (Sat.)', (Reviewed in Current Vaniery) Globe—Port of Missing Girls'

Globe—Port of Missing Girls'
(Mono) (2).

Music Hall—Divorce of Lady
X' (UA).
(Reviewed in Vaniery, Jan. 18)
Faramount — B | ue be ar d's
Eighth Wife (Par) (2d wk).
Rialto — Making Headlines
(Col) (30).

Rivell—Gaiety Girls' (UA)

(30),

Roxy.— 'Rebecca of Sunny-brook Farm' (20th) (2d wk),

Strand.— 'Women Are Like That' (WB) (2),

Week of April 7

Astor—'The Call' (Best) (2d wk)

wk).
Capitol—'Judge Hardy's Children' (MG).
Criterion — 'Sailing Along'

(GB).
Music Hall—Divorce of Lady

Music Hall—'Divorce of Lady X' (UA) (2d wk). Paramount—'Bluebeard's Eighth Wife' (Par) (3d wk). Rivoli—'Gaiety Girls' (UA) (2d wk). Roxy—'In Old Chicago' (20th) (8).

Strand — 'Women Are Like That' (WB) (2d wk).

iy, fair. Last week, split between Portia on Trial' (Rep). Wise Girl' (RKO) and Barneo' (20th) triple bill first halt, and 'Hollywood Hotel' (WB) and 'Sophie Lang Goes West' (Par) dualled second portion; little stronger at \$2,200 on these.

Bluebard's Eighth Wife' (Par) and Bulldog Drummond's Revenge' (Par) dual Only fairist, \$7,200. Revenge', Yank at Oxford' (M-G) and 'Scandol Street' (Par), satisfactory at \$7,700.

Orpheum (Blank) (2,876-15-25-40).

at \$7,700. Call, astistactory at \$7,700. Orpheum (Blank) (2,978; 15-25-40).

—In Old Chicago' (20th) and Paradise for Three (M-G) dual. Looks like \$12,500 and will break house record at that pace. Last week, Mad About Music (U) and \*Arsene Lupin Returns' (M-G) on twin bill gavehouse good week but not up to expectations. \$8,000.

### L'ville Feeling Better; 'Bluebeard' Cops \$10,000 'Golden West' O.K. \$8,500

Louisville, March 29.

Louisville, March 29.

Current week looks to return some good grosses for all first-runs, with okay product on view at all houses. Maybe the brighter outlook is only relative, as last week was one of the poorest of the year locally.

Cream of the local crop points to Bluebeard's Eighth Wife at the Risito, and Jezebel' at the Mary Anderson. 'Girl of Golden West' is pulling in the Eddy-McDonald fans, and Jezebel' at the Mary Anderson. 'Girl of Golden West' is pulling in the Eddy-McDonald fans, and Jezebel' at the Mary Anderson. 'Girl of Golden West' is pulling in the Eddy-McDonald fans, and Jezebel' at the Mary Anderson. 'Girl of Golden West' is pulling in the Eddy-McDonald fans, and the pic has pretty well milked the downtown biz.

Estimates for This Week

Brown (Fourth Ave-Loew's) (1,400; 15-30-40) — Snow White' (RKO). After two weeks at the Strand, not much expected on this return engagement; probably \$2.100. Last week, Tom Sawyer '(JA) and 'I dual, fair \$2.30, gain (IA) 12d run), dual, fair \$2.30, dual Dipping somewhat on account of dip in scale, wells Fargo (Par), guit with You're a Sweetheart (U) and Every Day's a Holiday' (Par), dual, mild \$1.900.

Loew's State (3.000: 15-30-40) — Golden West' (MG) and

# Cherry Blossom 0.0.-ers Tilt Wash.: Shirley-Vaude 221/2G, 'Jezebel' 20G

Chases Man' (UA), dual, also average \$1,200.

Rialte (Fourth Ave.) (3,000: 15-30-40).

Bluebesrd' (Per.) and Buildog.

Bluebesrd' (Per.) and Buildog.

Bluebesrd' (Per.) and Stone and hold. Last week. Bringing Up.

Baby '(RKO) and 'March of Time,' satisfactory \$7,500.

Strand (Fourth Ave.) (1,400: 15;30-40).—Mad About Music' (U), and 'Midnight Intruder' (U), dual, 'Ho. stanza appears to be slipping; will do well to corral \$3,200, weak. Last week, same combo brought house the best biz in many a day, big \$7,000.

### 'GOLDEN WEST' \$8,500, TOPS PORTLAND, ORE

Girl of the Golden West at Par-ker's UA is over the top for big stuff and in line to hold for several weeks. Other big winner in the burg still knocking 'em over for a bo. panic is 'Snow White' at the Or-

weeks. Uner oig winner in the ourg still knocking 'em over for a bopanin is Snow White' at the Or Balling is Snow White' at the Or Blubeheard's Eighth Wife' is strong at the Paramount. Mad About Music' in Strong at the Paramount. Mad About Music' in Subject in Sub

### Ralph Talbot's Buy

Tulsa, Okla., March 29.
Talbot Theatres, Inc., has bought in a \$1,000,000 property for \$106.700, It's the Akdar building, built in 1922 for the Shrine here and a white elephant almost from the start. Contains a 1,500-seat theatre, lodge rooms, dance floor, studios and offices, and since 1925 has been leased on a month-to-moth basis by Raiph Talbot. Latternot sure yet what will do, but building available for legitimates, lectures, conventions, etc., as before, he says.

ing available for legitimates, lectures, conventions, etc., as before, he says. When Federal court approves sale (court previously had appraisal of \$265,000 on Akdar) this will be one of many receiverships, bankruptcies, etc., out of way among public buildings here. Next question is who will take the Coliseum, 8,400-seat building containing ice-hockey setup, etc. also in receivership.

### Miss Broderick in 'Rage'

Helen Broderick has been signed by Universal to take over the spot in Rage of Paris' originally assigned to Alice Brady, in Il health before she fractured an ankle, will rest for six mouths.

Washington, March 29.

Annual influx of cherry blossom rubberneckers are doing nicely by rubberneckers are doing nicely by the town's two largest and newest spots, especially ance both have a compared to the spots of the spots

and due to last through Holy Week until the vacation mob shows up looks to give the bo. boost for month.

Capitol, biggest vauder, is leading with Rebecca of Sunnybrook Farm getting the kids and Count Berni Vici's revue attracting the tourist names on the stage of the country of the country

### Bluebeard' Oke \$11,500, 'Rebecca' \$9,500, Denver

Rebecca \$9,500, Denver.

Denver, Marsh 29.

Bluebeard's Eighth Wife' is sailing along, and will top the town this weeking to the town this verbies of the town the second of the town the paramount are above average. Rebecca of Sunnybrook Farm' is cracking out typical Shriery Temple business at the Denver; that is, strong matinees and only fair nights.

Estimates for This Week.

Aladdin (Fox) (1,400: 25-40)—Goldwyn Pollies' (UA), after a week at the Denver. Steady and strong, 34,000; moves to the Broadway, Last at the Denver. Steady and strong, 34,000; moves to the Broadway. Last week at the Denver and Broadway at each the Denver and Broadway (Fox) (1,400: 25-40)—Snow White' (RKO), after three weeks at the Orpheum, and one each at the Aladdin and Rialto. Nice \$3.—00; pic may go to the Rialto for at least part of its seventh week in first-runs. Last week, Saily, Irene and Mary' (20th), good at \$2,500, after a week at the Denvero.

After a week at the Denvero.

Clicking on all turnstiles for snapply, \$11,500, and holds over. Last week Scandal Street' (Par) and 'Buildog Drummong's Peril' (Par), nice \$5.000; pic five days; success on this double bill determined management to so to a double bill policy most of the time.

Miss Broderick in 'Rage'

Helen Broderick has been signed by Universal to take over the spot in Rage of Paris' originally assigned to Alice Brady.

Miss Brady, in all health before she fractured an ankle, will rest for six months.

Mono's Cincy Convensh

Monogram Pictures has changed date of sales convention, and will lold it May 8-10 in Cincinath.

Company will turn out 26 features and 16 westerns, as during 1897-88 season.

Time, Please' Film

Hollywood, March 29.

Brince Humberstone has been assigned direction of 'Meridian 7-1212' and 20th Charles (St. Connex) deima by Jerry Cady is target on New York City's time-integration of the starting date.

Comedy deima by Jerry Cady is based on New York City's time-integration of the starting date on New York City's time-integration of the starting date on New York City's time-integration of the starting date on New York City's time-integration of the starting date.

# Mpls. Biz Sluggish, Everything Off; Follies' 71/2G, 'Everybody Sing' \$4,000

t. Even standout pictures are sufferng plenty. Brutal boxoffice results
pell thick gloom. Excess of musicals doesn't help the
situation any. Both of the principal
revectors at the two ace loop
newcomers at the two files. And neither
of them — 'Coldwyn - Follies' or.
Everybody Sing—is showing much
noxoffice vitality. Comparatively,
the best boxoffice performer is the
sensational French picture, Club de
Femmes, at the sure-seater World.
Two pictures, Snow White and
Mad About Music, hold over, but
neither is getting anywhere near the
lay it merits. Former, at the Stet,
ninshes a four-week loop run, sipninshes a foursecond week sipsecond week sipse

h \$5.500 and hold for third week; but far under expectations. week big \$7.500. Innessat (Par-Singer) (4,200; 25-5)— Goldwyn Follies (UA). Goldwyn Follies (UA) are (25)—because of premature of Baroness and Butler (25)—because of premature of Baroness and Butler (25)—because of premature of Baroness and Butler (25)—because of premature of the property of premature of prema

t week "Baroness and Butler', h.) pulled after five bad days, 00.

"pheum (Par-Singer) (2,890; 25
10) — Everybody Sing' (MG), med by critics, but well enough of the state o

unexpurgated and for adults only. Run of several weeks indicated; en route to good \$1,500. Last week, Victoria' the Great' (RKO), return engagement lasted only five days, mild \$400.

### 'Golden West' 9G, Indpls., 'Bluebeard' Grabs \$8,200

Indianapolis, March 29, 'Girl of Golden West' at Loew's not Bluebeard's Eighth Wife' at the diana are managing to garner ofitable grosses to lead the first-in, houses this week. 'Jezebel' at le Circle trails along behind them, not its take vill be a modest figure, hile 'Mad About Music' is scarcely satifying its holdover session at the pollo. Vandfilm Lyric, with Love, ontor and Behave', and a stageshow inus names. Is faring moderately ell at a level somewhat better than s dismal grosses of a few weeks to

over from Indiana for a holdover stanza that is not succeeding at pace indicating final figure of \$1,900, thin, Last week, Snow White (RKO), Last week, Snow White (RKO), Circle (Katz-Dolle) (2,800, 25-30-40)—(Jezebel' (WB) and 'He Couldron' Say No' (WB), All right but under expectations at \$5.500. Last week Romance in the Dark (Par) and Shep Fields orch on stage finished with no gain at \$9.100, due to the expensive stage show nut.

Indiana (Katz-Dolle) (3,100 25-30-40)—(Jezebeard' (Par) and 'Dangerous to Know' (Par) Former pic's star strength is drawing nice returns at \$8,200. Last week 'Mad About Music' (Standard Back Doll' (U) was some control of the standard (Loew's (Loew's (Loew's (Loew's (Loew's Loew's (Loew's (MG). Doing very well at \$9,000. Last week 'Adeventures of Tom Sawer' (UA). Doing very well at \$9,000. Last week 'Adeventures of Tom Sawer' (UA) and Start Cheering' (Col), moderately good at \$6,000.

Lyric (Olson) (2,000; 25-30-40)—Love, Honor and Behaye' (WB) and

# HUB H.O.'S OKAY; **BLUEBEARD** 23G

Boston, March 29.

Three holdovers make the news this week, with Bluebard's Eighth Wife, on dual bill, taking top honors across a seventh (fast) week, with new stage show at the Boston, and Yank at Oxford' was strong enough to stay a second frame at the Orph and State, with a new co-feature.

Sunnybrook Farm' and Bill Robinson in person both remain for another stanza at the Keith Memorial, Lent has made no perceptible impression on trade here.

Boston (RKO) (312, 35-50-65)—Show White (RKO) (7th week) and stage show. Winds up sensational run of Disney cartoon; about \$13,000 for final frame; dandy, Last week, Snow White (RKO) (7th week) and Milt Britton unit on stage drew good \$15,500.

Fenway (M&P) (1,382, 21-35-40-55)—First 100 Years' (RWO) (4st run) frame; dandy, Last week, Snow White (4st) (4st run) (4st) (4s

show starring Bill Robinson. Main-laining solid pace to hit about \$25,-000. Last week, smasho \$35,000 for. the same combo.

Metropolitan (M&P) (4,267, 25-35-40-55)—Bluebeard (Par) and Mr. Moto-Gamble (Par) and Mr. Moto-Gamble (Par) and Mr. Moto-Gamble (WB) and Dan-gerous to Know Par), dual, flopped padly, getting only \$6,600 on five days. Will attract about \$23,000, very good:

Orpheum (Loew) (2,900: 25-35-40-55)—Yank at Oxford' (M-G) (2d week) and Little Miss Roughneck (Col) (15t week), dual Headed towards nice \$13,500. Last week, Tank at Oxford' and Women in \$18,500 (Col), double, smacked in \$18,500 (Col

### Buff So-So: 'Chi' 17G

8th Wife tossed in final day, still considerably under usual Temple figure, only \$11,700.
Century (Shea) (3,000; 25-35)—
Dangerous to Know' (Par), 'Dare-devil Drivers' (WB) Off sharply, looks \$6,000. Last week' Kid Comes Back' (WB), 'Invisible Menacc' (WB) picked up strong, ended with neat \$8,400.
Great Lakes (Shea) (3,000; 35-55)
C'hicago (20th), swell \$11,000.
Last week, 'Snow White (RKO) (3d week-final). Good \$8,000. Drew better than \$45,000 for big three-weeks.

### BLUEBEARD' \$10,500; SEATTLE LOOKING UP

Faces is holding for ten days at the Liberty,

Estimates for This Week

Blie Mouse (Hampick-Evergreen)
(850; 32:37-42)—"Sally Case of Murch (WB) and 'Love, Honor and Behave (WB) and 'Love, Honor and Behave (WB) dual. Anticipated big \$2,900. Last week, 'Big. Broadcast (Par) and 'Sergeant Murphy (Par) and 'Sergeant Murphy (Par) and 'Sergeant Murphy (Par) and Sergeant Murphy (Par) and Sergeant Murphy (Par) and Sergeant Murphy (Par) and (Par) and 'Man Proof' (M-G), dual looking for good \$4,000. Last week, Wells Fargo' (Par) and Young Only Once (M-G), dual, dooling for good \$4,000. Last week, Wells Fargo' (Par) and Young Only Once (M-G), dual, \$3,000. big. Colonial (Sterling) (850; 10-21)—Sky Devils' (Mono) and 'Painted Trail' (Mono) dual, six days expect of the sergeant of th

# 'Jezebel' \$27,000, 'Bluebeard' \$20,000 Catch L.A. Biz; 'Sawyer' Weak \$18,300, 'Rawhide' \$7,700, 'Old Chi' Ends \$4,500

after three days with Love, Honor and Behave (WB), dual, held 19 days for \$8,800, good.
Palomar (Sterling) (1,450, 10-27-37)—Prisoners' (Rep) and She's Got Everything' (RKO), dual, and vaude Indicated satisfactory \$3,500, Last work, standard of the satisfactory \$3,500, Last work, standard satisfactory \$3,500, Last work (Par), dual. Expected exceptional \$10,500. Last work, Mad About Music (U) and Walking Down Broadway' (20th), dual (2d week). \$8,800, seet (Sterling) (850, 21-32)—Vou're a Sweethcart' (U) and Prescription for Romance' (U), dual. Indicated okay \$3,000. Last week, Every Day a Holiday (Par), and Westland Case (U), dual, \$2,300, good.

# **BALTO BETTER: BETTE**, \$16,000

— Gril of Golden West (MG) and Walking Down, Brondway (29th dual, On continued first run, 672 moveover; should hit satisfac, y \$5,000, Last week, Sally, freue r d Mary' (20th) and Dangerous to Know (Par), okay \$5,000.

# Downpour Soaks Frisco Grosses; '8th Wife' 18G, 'Chi' 25G, '100 Yrs.' 11G

Indifference to several offerings of sophisticated comedies of better than

# ALL RECORD

MONEY RECORDS! ATTENDANCE

# BY "IN OLD CHIGAGO" IN

# ROCHESTER

New all-time high for dollars and attendance!

# **SYRACUSE**

Every record in house history broken by wide margin!

# OMAHA

Biggest opening by hundreds of dollars—including 20th's greatest!

# **BUFFALO**

Smashed all-time high gross and attendance records!



THE KEYSTONE





# S SHATTERED



# **DALLAS**

First week topped all 20th's biggest by more than \$2500. HELD OVER!

# SAN FRANCISCO

Blazing into 2nd WEEK after record-breaking first week!



# Cinesound-Pagewood-Chauvel Join To Produce Under NSW Quota Law; Plan W-T, Fullers Theatre Combo

Sydney, March 14.

One of the initial combinations formed for actual workable production under the recently-enacted New South Wales, quota law is in the making. Proposed, amalgamation would take in Cinesound, Stuart Doyle's outfilt Pagewood studio, company backed by local politicians credited with helping to enact an enforceable quota for N. South Wales, and Charles Chauvel, the man who made the first Mutiny on the Bounty' film. All three want, a finger in quota film schedules.

Pooling of interests is reported to be the outcome of urgent desires by each one. Curesound wanted Chauvel to direct and produce, while out the chief outcome of urgent desires by each one. Curesound wanted Chauvel could not see himself working directly under the for hand the veloran produce with the equipment from the company Understood that Chauvel could not see himself working directly under the Cinesound wing and as a result in the Caches is accomplished for the producer on his equipment of the Chesound crowd was obdurate to the producer on his equipment.

Situation was further complicated by the fact that the influential Page.

nne cmesound crowd was obdurate to the producer on his equipment demands.

Situation was further complicated by the fact that the influential Pagewood group also desired the services of Chanyel as well as Ken Hall, Cinesound's ace director. Thing was stalemated until all three got together and apparently will go along in producing, with each faction satisfied.

Setup as now proposed would have Chauvel in charge of actual production for the three, with Kenhall chief director. This keeps the Pagewood facilities busy, fits in with Cinesound plans and boosts Chauvel into a nice spot.

In the meantime, Chauvel has made Thunder Over the Desert, story about the Australian cavalry which operated in Arabia and Palestine during the world war. He made all exteriors silent, with sound dubbed in with the copperation of Universal. Feature probably will be a Universal sponsorship, to pick up U. S. producing technique in Hollywood studios, U may also get first call on other films he turns out.

first call on other films he turns out.

Jack Mason's Post
Auckland, N. Z., March 14.
Jack Mason, one of the big
Jenders in the New Zeaand theatre
big, may soon go in as managing director of J. C. Williamson Ficture
Corp. through a deal being madewith Williamson-Tait on a 50-50
basis. This is based on the understanding that Beaumont Smith plans
resigning and disposing of his
stockholdings to Mason and W-T.
Present plans call for management
committee formed to bring J. C.
Williamson Corp. New Zealand
Theatres, John Freler & Sons and
Fuller-Hayward under one tent.
Contemplated combination would be
for seven years and leave only
Moodabe Amalgamated Theatres, as
sole opposition. 20th-Fox has a
piece of Amalgamated.

Sydney, March 14.

Sydney, March 14.
Slight hitch has been encountered on the manageral assup in the Williamson-Tait buy of Tallis-Allen stock. Jack Mason is due here soon to huddle with Ken Asprey, his altorney. Mason is reported interested in the buxtorney. Mas

in the buy-i
Taits apparently are not worried
about being ousted. Lease on their
Royal theatre here is expected to be
extended. John Tait goes to London
spon for legit and concert attractions.

### London License Renewal May Mean Seat-Charts

London, March 22.

Curzon theatre in the Mayfair district, which was frowned down by London County Jouncil for juggling with admission prices and inducing customers to tak high-priced seats while cheaper admissions, were actually available. awarded renewal of license unconditionally at special sitting of LCC, Licensing Committee.

Theatre, however, promised it would voluntarily operate a proposal first suggested by the Countil, by which a seat plan, with prices clearly indicated, be installed the foyer permitting patrons to see exactly which. It were available and at what prices were available and at which were availab

# CZECH PIX SITUASH

films get under way in Prague this week.

With both countries pledged to try and work out a separate treaty opening the door for Hollywood product, negotiators are set to discuss the quota-limitation and other barriers which U. S. exporters want altered or removed. Possible bargaining points are not known, nor is it apparent what inducements the U. S. can offer since the general trade pact with the Czechs is accomplished fact.

Faul Culbertson, assistant chief of

fact.
Paul Culbertson, assistant chief of the Division of European Affairs, is en route to Czechoslovakia to do the table-pounding on this country's be-

# **Metro Dickering** For Rock Studios. Elstree, Report

London, March 17. reported dickering for Metro: the Rock Studios, Elstree, as basis of its British operations, although Ben Goetz, company's production head nere, is denying. Unit is at present at Denham, where 'Yank at Oxford' was shot, but certainly the Rock out-fit, extended two years ago into a full-size plain, might make a useful independent base for Metro.

Joe Rock's company, which operated the studios, has the men in possession with it. here, is denying. Unit is at present at

### Japs Still Plan Expo, Olympics in '40, But Sino War May Prevent

Tokyo, March 9. H. M. Uchikata, head of the publicity department of the foreign section of the 1940 International exposish to be held here, leaves today (9) for America and Europe. Expects to be absent about months arranging for participation of foreign countries in the bis show.

ranging to: participation to refer in countries in the bi\_show.

Although the committee apparents for the exposish, there is considerable doubt whether either the exposish or the 1940 Olympics will be held here as skedded. Several times within the past two days, questioned in the Diet on the duestion. Both Premier Konoe and War. Minister Hajime Sugiyama stated that both events should be cancelled if the trouble in Clinia continues for any longth of time. Offsetting this pessimistic tone, 1,000,000 subscriptionickets for the exposition, recently announced that Sempach's Seelima, biz manager, and Naokichi Matsunaga, assistant biz manager of the exposition, recently announced that Sempach's Seelima, biz manager, and Naokichi Matsunaga, assistant biz manager of the exposish, will leave shortly for America and later Paris to attend to business connected with the enterprise.

the enterprise.

### Hoyts' Adelaide House

Adelaide House
Adelaide, March 14
New house, planned by Sir Thomas
Coombes, will be an addition in
flus city to the Hoyts hain. The
atire will have 1,200 seats. Charles
Murro is handling details for Hoyts.
With tieup set with Sinder-Dean
for crashing into Tassmania, Hoyts
soon will have a line of acc theatres
throughout Australia. besides elaboIrade nabe coverage.

### Increase in Raw Stock Shipments to Russia

Washington, March 29. Volume of U. S.-made film shipped Russia mounted sensationally last ear, according to latest Commerce epartment statistics.

With Soviets showing more interest in picture-making, American exporters consigned 5,854,000 feet overseas. This is a 70% jump over 1936 shipments. Valuation figure rose only modestly, up \$19,000 to \$136,000 total.

# SNIDER BLAMES **QUOTA MESS** ON U.S. COS.

Though expressing himself as op-Though expressing himself as opposed to government meddling in Australian industry affairs, either through the quota or any other way. Sam Snider of Snider-Dean and National Theatre circuits in Australia, yesterday (Tues.) was inclined to blame foreign distributors for drastic measures they are encountering now in the world market. Snider arrived in New York yesterday from the Coast and will be here on product matters and for a possible huddle with Will Hays. Plans remaining three or four weeks in the east, thence to England and then N. Y. again on his way back to Sydney. Snider indicated that severe meas-

Snider indicated that severe me

Snider indicated that severe measures, such as the quota and other restrictions in foreign lands, could be traced to arbitrary business, such both of the properties of the pr

The Australian market was de-scribed as second largest outside of U. S., being topped only by Great Britain. Snider said that 60% of the film theatre business was in capital cities, with runs of a week or more prevalent.

### BRITISH AUSSIE REPS WORRIED; CROWDED OUT

Sydney, March 12.

Shutting down of ace avenues for releasing product has British distributors in this region worried. Since they haven't obtained any contract for distribution. Through British Empire. Films, they figure the situation is considerably worse than before, though it has been unsatisfactory for some time.

Though it had been unticipated that—B.B.F., because of, its closs—alfiliation with Greater Union Theatres, would quickly tie with Britishers for G.U.T. outlets, since the first of the year B.E.F. ranped Republic and Monogram programs, Deal w. engineered by Captain Harold Auten, firm's New York rep. It was figured—a-nice coup since—another Australian group, was after the two companies' output. Pact—was signatured before the other Aussicombination's rep reached New York.

Latest report is that backers of B.E.F. are more than content with this new American product and hence are not overly anxious to renew contracts with British companies, including the Maxwell crowd and Associated Talking Pictures.

With Hoyts set on British features, through Gaudennot—British Features, through United Artists, the setup for smaller Great British: companies in this country now is not a happy one. They have plenty of finins, but no major circuit wants them. To some, it appears to be only a question of stime-befor men like Maxwell will appeals for political aid for a break or quit the terrifory completely.

# British Projectionists Threaten Nat'l Strike; Jurisdictional Fight

### **NSW ELECTION RESULT** BREAK FOR U.S. PICTS

Sydney, March 29.

Premier: Stevens' return to power for three years as a result of the New South Wales election was regarded favorably by American picture interests here. While his reelection was attributed partially to the support by newspaper interests which have a stake in studios here and wanted the present mild quota strict conformity to the presently effective law is viewed as a break for U. S. distributors.

No question but that this insures full enforcement of this latest quota law, belief here is that if the opposition headed by J. E. T. Lang had been victorious American companies would have been in for tough sleddi Some here think that his forces would have put through such a severe quota that U. S. distributors probably would have been forced to withdraw.

Lang's battle cry for nearly, 15 years has been that an American combine was dominating the Aussie market, stifling Australian producers and production alike.

# 'Idiot's Delight' **Click in London:** 'Floodtide' N.S.G.

London, March 29.

'Idiot's Delight' opened at the Apollo last Tuesday night (22). Robert Sherwood Pulitare winner looks like a hit. Has a \$40,000 library buy, the biggest such deal here since Escape Me Never, five years ago. Raymond Massey produced, with himself and Tamara Geva in the leads. Both excellent in the roles, coming in after a healthy provincial tour.

roles; coming in after a healthy provincial tour.
Thoodtide' preemed at the Phoenix
Ist Wednesday (23) to bad start because of inpudibility of the actors.
Libraries committee and others present declared they couldn't hear 10 percent of the dialog. Play was written by William Boehnel, film critic of the New York World-Telegram newspaper, from A. P. Herbert's book, 'House by the River'. Colin Keith Johnson and Basil Sydney in the leads. Arnold Ridley directed the play, which was also in the hands of Dwight Deere Wiman, American producer, last year. Latter did nothing with it, however. Because of its English background it was premiered here. Sidney Carfoll produced.
Road to Gandhar, first play by Boris Trainin, opened at the Garrick theatre last Thursday (24). Melodrama with familiar ingredients well acted and might click at popular prices. A. P. Moore produced.

### Jap Studio Folds

Tokyo, March 9.

Tokyo Hassei, indie pie studio here, folded yesterday (8), due to financial difficulties.

Actors under contract and portion of equipment were taken over by several other indie outfits.

### Current London Piays

(With Dates When Opened)

With Butter witch Opening Without Variety of the Country of the Co

London March 23.
National strike of theatre projectionists is threatened as a result of disagreement between two labor nions and the Cinematograph Exunions and the Chematograph Exhibitors Assn. Both unions have been campaigning for members among theatre employees and also for recognition by exhibs. National Assn. of Theatre Employees claims all staffs should enroll under its banner, and the Electrical Trades Union declares it speaks for the projectionists.

Encouraged by Government pressure, C.E.A. recently officially announced recognition of organized labor, plumping for NA.T.E. as the body with which to negotiate wage and hours agreements. Branches of the exhib body throughout Great Britain are negotiating with that union. Both unions hibitors Assn.

Britain are negotiating with that union.

Meantime E.T.U. considers it should be in on the deal also and has demanded recognition from many C.E.A. branches. Latter, however, are holding themselves bound by the rulling of their own parent organization, declare they can recognize one union only, so that E.T.U. is meeting constant rebuffs. Situation lately came to a head at Hull, Yorkshire, where projectionists declared for a local stoppage if their union was refused recognition by that branch of the exhibs association of the exhibs association to the condition of the exhibs association of the exhibition of the exhi for a general strike throughout Great Britain.

Great Britain.

Demand has since been backed by further territorial sections in all parts, and is being considered by the executive this week.

### Italy Wooing Japanese Releasing Market; May Set Reciprocity Deal

Tokyo, March 8,
Reported here that the Italian
Trade Commission to Japan, which
arrives March 19, expects to complete arrangements for the importation of a large number of Italian
pictures into Japan. Although the
present ban on all importations will
be a tough one to hurdle, it is ex-

peeded that the government may stretch a point and permit their en-try as 'educational subjects.' Japan in turn will doubtlessly make arrangements to swap some' Japanese subjects on a 50-50 basis, thus doing away with the necessity of buying exchange.

### Only 4 Aussie Picts Exported in '37; 7 in '36

Melbourne, March 14.
Local film industry was disappointed by the report that only four pictures were exported 1937 as against seven in previous year. Figures were revealed in Censorship Board statistics released by Minister of Customs. Imports by British companies into Australia also declined, being 20.5% on the average as compared with 25.6% in 1935. American companies continued to hold likely own.

Censorship board stated that U. S. pictures in the past year were cleaner than British productions. There was marked declire in material of American films, that eensors found increashary to cellp. Nearly twice

necessary to clip. Nearly twice many British pictures fell the cossors as U. S. subjects.

### Schach Prods. to Fold

London, March 22.

Although not official, voluntary winding up of Max Schach Productions anticipated any moment. Company is one of several units formed by Schach, its main function being negotiations of long-term contracts with players who were subsequently loaned to Capitol, Trafair and other production units in the same group.

Since the decline of Schach's activities, big names have neither been available nor required, so the company has to get out before going even further into the red. Max verts the situation will not affect his other companies.

# ARGENTINE INVITES U.

## Deal Apparently Set for Release Of U. S. Film Coin Held in Japan

Tokyo, March 29.
Deal apparently is set whereby
American picture companies will be
able to ship the monies they collected in film rentals in Japan during ed in time rentals in Japan during 1937 to their home offices in, New York. It will be the first time that coin taken on pictures has been permitted to leave this country since the lid was clamped on soon after the Chinese-Jap conflict got under way.

the lid was clamped on soon after the Chinese-Jap conflict got under way.

Not revealed how many major companies will get remittances, but it will be through pacts made with Hisaji Kubo, Japanese attorney, who has formed what amounts to a trading company. Kubo apparently has satisfied all requirements showing that he has some connection with the finance office, though the government is remaining in the background. American representatives originally were indifferent to this semi-official project. But with no prospect for early ending of the Sino-Japanese struggle, the desire of U. S. companies to get their money out of 1937 reloases. This country doubtlessly helped change the attitude. Then, too, it is understood that a better understanding was obtained on Kubo's connection with the government.

One nact and possibly several have.

Kubo's connection with the government.

One pact and possibly several have been made or shortly will be where-by U. S. firms will pay Kubo and his associates commission for getting their money out of Japan. Though this fee for 1937 will be comparatively high, the charge by Kubo's trading outfu will be much less in future years because the overhead will be lower.

lower

Dokis can be made by separate distribution companies or by a group of major distributors. It several companies agree on the Kubo arrangement, now seems likely, remittance will be in Jocks, this contingency calling for the establishment of a miniature clearing house in N. Y. to facilitate splitting up funds at the control of the

that end.

Apparently the deciding factor in the move to deal with Kubo was the urge to distributor representatives here, aided by word from home offices, to carry on in some way to melt the ban against importing foreign pictures into Japan. All distribs will need new product by June.

#### POLES YEN AMERICAN FILMS, EQUIPMENT

Washington, March 29.
Golden opportunity is extended to enders of American motion picture equipment and films, according to a report to the Department of Commerce by the office of the American commercial attache at Warsaw. Polish Ministry of Public Cults and Education is plotting the purchase of considerable amount of motion picture and sound equipment, department was advised, and films are wanted for educational and amusement purposes in Polish schools and by social organizations.

Ministry's present film library is to be enlarged by the purchase of approximately 400 short films and focature pix. report stated, and Poland is the market for from 200 to 250 motion picture projectors, together with sound equipment suitable for use with 16 mm. films.

American film and equipment hibitors were invited to communicate directly with the Instytut. Filmowy PAT. Krolewaska, 10, Warsaw. Washington, March 29.

#### Hummel En Route

Hummel En Route

Bombay, March 10.

Joe Hummel, Warner Bros. foreign sules imanager, who has been here for about, as week, sailed today for Singapore. Because of the situation in China and Japan he probably will not return via this route, but is coming back to U. S. through Europe. By making his return trip this way Hummel will pass through important sales territories of Australia and Falland on his present world jaunt. Deat with Hovts was finalized while he in Sydney.

#### INDIE SUES WARNERS TO **BLOCK MEXICAN FILMING**

Hollywood, March 29.
Miguel C, Torres, Indie producer, has filed \$1,000.000 federal court action against Worners and asks permanent injunction restraining the defendant company from carrying out its plans to film a picture based on the Mexican historical characters, Emperor Maximilian and wife Carlotte.

lotta.

Torres recently halted shooting on a feature under the title of 'Maximilian and Carlotta' when funds were exhausted, within four days, of the final take. He now negotiating capital with which to complete the

## New Gov't Silver **Policy May Hurt** Mexican Pic Biz

Mexico City, Marchi 29.
Repercussions in film business are expected as a result of the U. S. Government edict, issued the first of this week, stopping all purchases of silver from Mexico. Because of the vast amount of money owed both the United States and Great Britain for

United States and Great Britain for oil properties taken over by government order, declining monetary rate and embargo on all money shipments out of Mexico may be expected.

Though distributors for American companies are hopeful that there will be no clamping down on remittances, no one knows just what federal decree will be put out. Even if film coin is permitted to leave the country, the decline in money value and dip in wages is expected to have an advorse effect on the theatre busiand up in wages is expected to have an adverse effect on the theatre busi-ness.

ness.

Foreign department spokesmen in New York said that a ban against the export of picture money out of Mexico seemed likely as a result of deflated conditions, all resulting from the new U. S. policy on silver purchases in that country. They intimated that American silver purchases recently wer about the only thing that has sustained prosperity in Mexico.

Film people expressed hope that a more conservative policy against foreign companies or a new political regime might result from present controversy in Mexico.

American decision to stop making silver, purchases from that government.

Any continued dectine in the value of the peeps as example of the silvers and the subsequent of the peeps.

Any continued decline in the value Any continued decline in the value of the peke as a result of withdrawal of silver-purchase plan would hurthe income from films, distributed in Mexico just the slump walue-has been harmfull to American distributors in France.

#### , Bromley, London Agent

Hollywood, March 29 Hollywood, March 29,
Haworth Bromley, former Gaumont-British producer, is en route
to London to join the staff of the Ad
Schulberg, Ltd., talent agency,
He will assist Fred Brisson
charge of the British capital office.

#### Jay with U, England

## OFFSET LOSS OF EUROPE MARKET

Requires Only Change in Distribution Methods— Country of 14,000,000 G-B WILL PAY 51% People Is Next to U.S. in Standard of Living-Plenty of Coin, but Little Competish — Few Censor Headaches

#### EXHIB SETUP

By FRED MAREY

Buenos Aires, March 29. Recent events in Europe have strengthened a movement, already on foot in the headquarters of the U. S. film companies, to increase ac-

strengthened a movement, already on foot in the headquarters of the U.S. film companies, to increase activities in South American markets, U.S. Government circles welcome such a development, which is entirely in line with the Administration's Pan-American policy.

Pily, however, that so many Americans think they know something about South America if they have visited Caribbean ports. To know South America an observer must see Buenos Aires, and before he has done so it is dangerous (and sometimes ridiculous), from a commercial point of view, to attempt to judge South American possibilities.

Within the American continent the Argentine standard of living is second only to that of the U.S. Leading American industrialists and financial advisers have for that reason centry decided to invest \$1,000,000 or so, not, as previously contemplated, in Brazil, but in Argentina.

Furchassing Power

At first sight Brazil, with its 40,000.00 inhabitants, seems to be a more important country than Argentina, with \$1,000.00. But those figures do not indicate the purchasing power of the countries. Some years ago English research workers found that exports per capita amounted to \$98.75 in Argentina, \$56.25 in Chie. \$30.50 in Peru, \$11.75 in Brazil, Today these figures still true, and they give a clear picture of the situation. Brazilian imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give another instance, are only two-thirds in value of Argentine imports, to give

in value of Argentine imports.
These facts are of vital importance in South American show business, as there is no doubt whatever that the extent of a people's amusement expenses depends on its standard of living. So residents of the Argentine are better picture-goers, too.

They like American pictures although, for reasons of national pride, national production, has a good press. Language is by, no means a major handleap, as some Americans may think. Audiences in some B. A first run houses may be presumed to understand at a rate of 50% the diations pooken, even in pictures in which conversation plays a large part. Argentine admissions. Also more satisfactory than those of any other South American country. Whereas, Brazilanis pay as little as 800-reis. Paulto, and never pay more than 4 or 5 milres (20-25c), lowest Bluenos.

Brazilians pay as little as 800 reis 140. In Rio de Jaieiro and Sao Paulo, and never pay more than 4 or 5 mitreis (20-25c), lowest Blueinos Aires fees range at 40 centavos lle), and climb in some of the first-turn houses to 3 pesos (90c).

Open Market
Local film importers are free to put on this market whatever, they believe okay for their business. Genan and Italian colonies in this country may show pictures of ional make, in their Vereine and Societate, but no German or Italian in production has been a real 10.5 attraction in B.A. during the last three years.

In connection with recent European events it may be presumed that certain European picts which so far

London, March 23.

William Jay has been appoilted liaison officer between the Universal home office and Centeral Film Distributors, the company's releasing outfit England.

Was formerly general sales man-ager for RKO in Britain.

London, March 23.

In connection with recent European picts which so fair tributors, the company's releasing data events it may be presumed that certain European picts which so fair also wastrian ones; will go quickly ut of business. Apart from some ager for RKO in Britain.

## New British Quota Law Will Be Similar to Bill Passed by Lords; To Boost Cost of U.S. Production

## DIVVY FOR HALF-YEAR

London, March 23.
Gaumont-British has decided the 5½% dividend cumulative first preferred stock for the half-year, ending March 31, will be paid on that date. Decision is important, as yoting control of the corporation by the Ostrers dependent on this dividend being paid.

Litigation and general dispute arose last year over the payment, opposing stockholders declaring the dividend was found from capital sources and not from profits.

## Anti-Alien Move Causes British

London, March 29.

New resolution of the Variety Artists Federation that, effectatiment programs should comprise 80% monetary outlay for English acts, with the balance shit among foreigners; scausing, pandemonium here. Support of the measure by the Labor Ministry is adding to the panic of local show biz.

Henry Sherek, representing the Association of Hotels, has advised the closure of all cabarets in the West End, of which there are 20. Move is figured as a reprisal on the impossible situation such as the law would create.

George Black and Val Parnell, in charge of General, Theatres Corp, and Moss Empires, are also threatening to close over 30 houses in the chains or delete vaudeville and concentrate on productions.

Resolution also calls for no salary cuts by foreigners on obtaining additional work after an original contract expires.

#### Mex Ask Talent Ban

Mexico City, March 29.
Severe restrictions on the hiring of foreign talent have been asked of the federal labor department by the Mexican Actors Assn. Regulations would forbid the employment of alien players in theatres, cabarets, and night clubs when native acts of equal talent are available.

According to the association, competition from fore gn talent has put many worthy, native performers out of work.

national pictures, the market will be free for U. S. production.

In a certain way, Argontina has always, been a quantity market. Programs with three feature-length pictures are still the principle, four or rare. There are indications, however, that a change is slowly going on to make Argentin a quality market. Becisive, step-would-be the revision of actual distribution policy. Since the beginning of this year the number of holdovers increasing, too, And, true, it might be that this is to some extent due to the better quality of the new product, exploitation in the distribution for looks better anyway. This is equal to switch from quantity to quality. Eventually, a further development in this direction will get the lower productions, partially out of lousiness. But less import and increasing means greater profit, so that from a commercial point of view this evolution is absonitely to the interest of the U. S. companies.

New quota law for Great Britain promises to be much the same as passed by the House of Lords. Only the matter of exact distributor quota percentages and question of the ban on dominion-producer films are yet to be accepted by Joint House and Lords committee. House of Commons has accepted the reciprocal and three-for-one clauses established by the other Parliament branch, but voted 'the Lords boost from voted " ' the Lords boost from 15 to 20% for distributors' features.

Final approval of the new quota measure is expected tonight (Tuesday) sometime tomorrow (Wednesday). Old quota law ceases for distribs March 31, and there small chance that Parliament will leave any gap between the old and

new quota regulations. Show Biz Panic Combined committee of House and Lords has to get together on distribution percentages, since the latter group wants 20% and the House, 15%.

#### 3-For-1 Clause

3-For-I Clause
Approval of the three-for-one amendment by Commons means that American companies making a \$187,500 labor-cost feature will receive credit for three films. It will mean at least one worthwhile production will be turned out by most major to the will take a British-made feature for distribution outside of Great Britain, obtaining credit under the reciprocal clause.

Perlinant facts about the new

portain, obtaining credit under the receptocal clause.

Pertinent facts about the new British quota law as it shapes up are (1) increase in the minimum cost figure to \$7,500 per feature, (2) reciprocal plan which allows a U.S. company to secure credit on each British-produced feature costing specified amount, obtained for distribution outside Great Britian, (3) requirement that quota credit pictures must be made or obtained in England equal either to 15 or 20% of features distributed annually that country and (4) proviso that three credits can be secured when the cost of a British-made feature is \$187,000 or more.

#### Doubles Distrib Cost

Outstanding feature of the new quota law for England, as viewed in New York home offices, is that it forces American distributors to spend forces American distributors to spend at least twice as much as in the past in order to sell pietures in Great Britain. This was done by ising the minimum cost per feature, climinating the practice of buying most quota credit flams for a negligible sum and shelving them.

Under the new British act there will be no quickie buying. Provision for triple credits will encourage more elaborate producing by Americans on English soil. Three-for-plan was favored by U. S. panies.

panies.

What little cheer derived by Americans from new quota is that it calls for revisions from time to time. Also that the trade treaty now being negotiated with England by the U. Smight, give American industry better break and definitely would supersede the quota in about ninemonths. Presen of Joseph P. Kennedy in London as ambassador to England, where he would facure in discussions on the trade pact, was rated encouraging, because his fully cognizant with the film busicas.

Warner Bros. English production may go for more chaborate features. This may be followed by other major companies in-living up to new quota. But definite productions plans will not be set by the bulk of majors until the exact details of the act, are known later this week.



WITH SONGS)

Weither Flores Jease at Moreyn Lerfley pregretion. State Carole Lombard, and February

Level Garces, Reither Bellyney,

Level Rathern, Blirgeley by Jackson, France

Level Rathern, Blirgeley by Jackson, Branch

Level Rathern, Marie Landon,

Level Rathern, Marie Lombor,

Level Rathern, Marie Lombor,

Level Rathern, Marie Lombor,

Level Rathern, Marie Level,

Level Rathern,

Leve The Rev. Whites 8.

Full the Property of the P Asonet Jeans
Maries Villiam
Marcia Enjatan
Marcia Enjatan
Marcia Enjatan
Marcia Enjatan
Marcia Enjatan
Docume Jaray
Armida Higgori
Mehalletts Enismi
Mehalletts Enismi

Mervyn LeRoy's final film for War-al Bios: not the best-directed blow he has made at the box office

blow he has made at the box office but one that does not entirely however. Fools for Scandal has many diverting moments and, on the whole, measures up well enough to deserve an average business or more. Carole Lombard and Fernand Gaver LeRoy has invested his property with handsome production. Certain scenes are handled in a most competent manner, some of the sequences being very intriguing, such as building Gravet into a likeable but roguish character Miss Lombard is not sighted, either, in the part of the American film star she

plays, Although the formula of the story places it in the 'My Man Godfrey' cycle' there is enough charm to the situations for general audience satis-

cycle, there is enough charm to the situations for general audience, satisfaction.

The ably-performing Ralph Betlamy again doing a lush Romeo as in Awtul Truth, and Alten Jenkins, Isabel Jeans, Mirie Wilson and the good-looking Marcia Ralston, are stout conced, support. Miss Ralson and the good-looking Marcia Ralston, are stout conced, support. Miss Ralson and the stout concede with the stout of the stou

#### NIGHT SPOT

(WITH SONG)
release of Robert Sisk production,
see Parkyakarina, Allian Laine, Charures, Juan Woodbury. Dispered-day
t Talianne, Serventulor by Jonesfrom atory by Anne, Jurian Song,
see Manirora, At Strand, Brooklyn,
week March 25. Kanning (Inc.)

Gli ouse	Parkyakarkus
Total Coppers, conserved	Allan Lane
Tille district the section of	tierdon Jones
Marge Degler	Jour Woodhury
Elus Services Chicago	Lea Patrick
Marty Davis	Brailley lag-
Shallen	Jack Carson.
Ti eriweiter Actidand Soor #	Frank M. Thomas
Acreland	neilsr') doskiil.
Sour de	A rawford: Weaver
Larry Coulder,	Cerll Kellaway

For the duals and will do dubious Iy. Another hand-down version of the rookie cop who makes good in rounding up a covey of crooks, extricates an innocent lass whom the po-

the rookie cop. Who makes good. In rounding, up a coyey of crooks, extricates an innocent lass whom the police have under subjesh and is enpute to nuptials at the fadeout. No list with the subject of the subject

FOOLS FOR SCANDAL Way to Say I hove You, isn't much and won't be heard from to any extent. It's sung rather well by Mighten Maria Carolle Londbard and the Moddhury. Her one dance routine is read in a Jenkin, launch Jenny, Starte Wilson. Direction routine and never lifts above some control of the same cont

Direction routine and never lifts above level of average dualer. Camera somewhat sub-standard. Bert.

#### THE CALL

(FRENCH MADE)

(FRINCH MADE)

Item Palme bedense of Justic Paper pergrameter. General Million, Barlog dubling,
Chine, Mebylib, Al, Astor, N. Y., Wester,
May, March S., Wis, S., Jun, S.D., 100 and
S. speminer. Running lime, To-union,
S. speminer. Running lime, To-union,
S. speminer. Running lime, To-union,
General Lapurer.
Million, Theorem of this and
Million, Alber Tissatz.
Million, Thomas Haught Papers,
Million, Thomas Haught Papers,
Million, Thomas Haught Papers,
Million, Thomas Haught Papers,
Million, Million, Perman Papers,
Million, Million, Perman Papers,
Million, Million, Million,
Million, Million, Million,
Million, Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million, Million,
Million,
Million, Million,
Million, Million,
Million, Million,
Million,
Million, Million,
Million,
Million, Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million,
Million

#### (English Dialog Dubbed)

With but little significance and less merit, 'The Call's' commercial possi-bilities are distinctly limited. It is

with but title significance and less merit. The Call's commercial possibilities are distinctly limited. It is being shown twos-day at the Astoriunder Catholic auspices. It's a ballyhoo in Catholic oricles to raise funds for the current Catholic Charity dive. Octopering night ducats were the control of the

better than use to be to be the hardly seem related in the same picture.

There are only two principal parts. In the lead, Jean Yonnel habitually shows a tendency to greatly overact, with many hammy moments of eye-rolling and chin-on-chest-rests. Toward the end, at which hostile Aabo marry him, he improves vast. Toward the end, at which hostile Aabo marry him, he improves vast. Toward the end, at which hostile for the months close friendingsn. Engine gregiment commander, in pretty good style. Other parts are bits.

Direction is very slungish. Best towich in the whole film is the excellent job of dubbing English sound-track. It's so good it seems natural through whole scenes. Claire Melnish may take a well-deserved bow, for so shaping the dialog that it fits so smoothly.

nish may be dialog that it fits so smoothly.

To so shaping the dialog that it fits so smoothly.

The solution of the N.Y. show-casing. "Call will probably get large Catholic showing in percebial circles around the country. Aside Irom that, engagements will be few. Bert.

#### KING OF NEWSBOYS

Republic Plytures release of Bernard Vor-heits production. Pertures Jow Avres, Their Most, Mison Salvourilla Timedal Licen Most, Mison Salvourilla Timedal Lorin, Peggy Thompson orikind. Samuel Lorin, Peggy Thompson orikind. Samuel Control United MeCog. Comera, Jack Marina editor, Ernest Nimas unade, Atherto Lorina editor, Carlos Marina editor, Carlos Language and Carlos Marina editor, Carlos Language and Carlos editor, Carlos editor, Carlos Language and Carlos editor, Carlos editor, Carlos Language and Carlos editor, Carlos editor, Carlos editor, Carlos Language editor, Carlos e

(Mary)	Men:		L. Marie	belon Mark	Ġ
Nora.	diam'r.		Allisim	Skipwerth	
; Wire	rmold		trees and	or Varcoul	
T DEPARTM	Seliense		Shuti	is Errornley	ľ
4 Polly		distant.		lice White.	
Linete Br	A		. Márace	MacMahon	
18000000	X		Willing	o Repediet	
Links 1			S. Victor.	Pay Chighie	
17 414 2 .				k Pennick	
Tought.		* spiner	Mary	ornarin	s
Fanaxia:	1900000		البعدينين	Horia, Rich	ij
, mr. 81	V-113	1111112		our. O'Shen	ŝ

#### Miniature Reviews

'Fools for Scandal' (WB). Lombard-Gravet starrer in light comedy vein; will do business

Night Spatt (RKO). No names and a hackneyed theme. Fair meller for the duals. The Call (Best). French-made biog will get some play from Catholic circles, but very little general interest.

Jimmy shows her. He builds up his hewspaper trucking busine; to nenthouse proportions. After a while he tries fullely to close the bresch between the old street and Park average when he goes for a blonde post-debbie:

There's the usual runaroind and back to Mary Ellen, who by this time tools that are the proposed of the primoses. The proposed of the primoses of th

more plausible Republic takes away Ayres' penthouse, etc., so it can throw a more favorable reflection on Mary Bilens return.

Bernard Vorhaus who also pro-duced, did a good directorial job, naintaining a brigk pace. Camera, however, fails, to catch the, results of New York atmosphere.

#### LIFE DANCES ON

('Un Carnet de Bal') (FRENCH-MADE) (WITH SONGS)

A.P. K. orbitase of V. O.C. production, Sent. A.P. K. orbitase of V. O.C. production, Sent. Johnson, M. O.C. production, Sent. Johnson, S. O. Starter, M. O. Starter, M. O. Starter, J. Johnson, S. O. Starter, S. O. St

Christine	Carry Life arle Hell
Madame Audle	Frampolse Roses
daring march to bearing	
Alam Regnault	Pierre-Richard Willin
Prancols Political	Raine
Dr. Thierry.	Pierre' anchar
Publich	. i
Jucques	Italiert d.ynen.

mayor respectively, are worthy sup-porting members. Pierre-Richard Willin, the guide is too dashingly robust. Pierre Blanchar's villainous doctor is okay.

Julien Duvivier's direction is bet-ter than, his yarn. Production is comparatively costly for foreign make Camero hob is high sock but life Boances Onl should do fine business, in foreign-languagers and arty theatres. Too tedious even for under half of dualers in other, houses.

#### FORBIDDEN VALLEY

I hivereal penduction and release. Fine
(urgs' Noah Beerg, Jr., Branchs Holrinson;
Fred Roller, Sr. Directed by Wendham
Offices, who wrote the sessempley, usvel,
Stuart Hardy; camera, Elwood Bodeli;
blitor, Peank Gross. At Liberty, Limoln.
dinal Hunning time, 48 mints
ling Nonly Beerly, Jr.
Wilder Frances Robinson
Wildu Premos Robinson Regan Rink Kidder Sr.
Indian Joe
Hazard
Hazard Samber Thinds Samby Voltays
Dr. Sendd Spencer Churters
Black lack
Walentle Ferris Tuelor
Mrs. Scudil argaret McWade
Bagley
Duke John Bidgeley
Brandon Poran

Here's a natural for grosses in the western houses, largely because it's cast within reach of the juw mind and the kids will get a special kick out of it. For the oldsters, it may not be used to be special to the control of the special sp

the top spots, both young and of the type-that-the average youngstey-ean-mirror himself, into as the flick unversels.

Wyndham Gittens, vet screenplay opesets for the westers and serials, the serial of the type-that was a serial of the direction. Seems to know how to wring the audience for the last drop of interest—at least, the action audience. His work here stands out, and the hand of associate director Henry MacRac, likewise an old-timer at the action bit, is seen in guidance. Seems to be a seed of the seed of the

Les Selander, Story by * larence Mulford;
serrenplay and dialog, Norman Huuston;
camera, Gussell Harlan, At Central, N. Y.,
week March 25, 28, dust. Bunning time,
III mins.
tlopslonk assidr William Boyl
Lucky: Jenking Bussell Thayilen P apy
P apy Commenter of the Prince Dailten.
Nora Blake Vora Land
Play Allbon, Linbert Flake
Tom Dillen
Mary Dition argaret Microuls
Ma Coffrey Gertrude W. Hoffman
Jeff Caffrey Carlatin Young
Judge Belcher Gordon Hari-
Eheriff Hawley Stward Casably

#### Conquerors of Arctic (RUSSIAN MADE)

Ankino release of Saxiizkhio Nobrettan, Offichal compliation of systemical expedition in North May, 1977. At Comes, N. V. wood, 38. Bauming time, 38 mins.

(Documentary: English, Titles)

Amitino has cut down the official picture. Amitino has cut down the official picture. The control of the cont (Documentary; English Titles)

### Prison Sans Barreaux

('Prison Without Bars') (FRENCH MADE)

CRENCH MADE)

Payis, March 22.

Ones Pline vylense in a Comingule Inferded and Comingular Inferded Andrew Comingular Inferded Andrew Comingular Inferded Andrew Comingular Inferded Andrew Comingular Inferded Comingular Harre, Merch Merch

Ratural mountain country scenes where the property of the prop



## The field begins to report on



Paramount's "BLUEBEARD'S EIGHTH WIFE" starring Claudette Colbert and Gary Cooper Produced and Directed by Ernst Lubitsch

#### · NEW YORK

"BLUEBEARD'S 8th WIFE" brings biggest Saturday in Paramount Theatre's history. Business equalling "THE BUCCANEER."

#### . MIAMI BEACH

First three days' business breaks all records of season at Sheridan.

#### . BOSTON

"BLUEBEARD'S 8th WIFE" brings biggest crowds in months to Metropolitan. Does 150% above average.

#### • WORCESTER

"BLUEBEARD'S 8th WIFE" does week's business in three days at Capitol.

#### • HARTFORD

"BLUEBEARD'S 8th WIFE" does week's business in three days at the Allyn.

#### · LITTLE ROCK

Does week's business in two days at Arkansas.

#### • TOLEDO

"BLUEBEARD'S 8th WIFE" doing 130% of house average. Biggest crowds in weeks.

#### MUSIC HALL, N. Y.

osario Orellana, Raya Keen, ig Co., Dr. Ostermaier's Educ Rosario Orellana, Kaya, Keen, sim Wong Co., Dr. Ostermaier's Educated Horse, Zeb Carver & Cowboy Cous-ins (6), Rockettes, Mr. H. Symph, Cous-ting Control of the County of the Erno Rapee, conductor; Richard Lie-bert; 'Fools for Scandal' (WB); re-viewed in this issue of Variety.

This week it's Far East to Far West, the billing Russell Markert sticks on a potpour; of flesh material, which ranges from an Oriental opening, with girls, a la Chinese, doing a fan routine, to a final cowboy sequence, old - fashioned acrobatic - controltion acts, Jim Wong Co., which works in one.

old - fashioned acrobatic - contortion acts, Jim Wong Co, which works in one.

Markert's revue is fairly entertaining in spite of a lot of gruesome in the control of the c line, their best being the excellent

equine, their best wells, the banjo solo.

banjo solo is 'Poet and Peasant,'

Owerture is 'Poet and Peasant,'

Owerture is 'Poet and Peasant,'

A composite the first and the creation of the composite the composit

#### HIPP, BALTO

Baltimore, March 27. Jackie Green, Five Elgins, Meissa Mason, Lester Allen & Nellie Breen, Estelle Taylor, Condos Bros., Felice Iula house orch; 'Start Cheering' (Col).

With Felice Iula house orchestra on stage and Jackie Green as okay m.c., doings estal lish a consistently good pace. Bill nicely balanced through 55 minutes.

The Eligns, Jugelers, open fast the Eligns, Jugelers, open fast the Eligns, proceeding through 55 minutes. The Holms of the Holms of

McCoy, of course, trumpeting his Sugar Blues' and Bestor performing on the vibraharp. McCoy's trumpeting, particularly of his fave, is excellent. Easier; manner would aid more. Bestor's much more affable, although his performance on vibraharp, hardly reaches up to McCoy's tooting.

harry natury reaches up to McCoys tooting.

The McCoy crew also includes the Three Bennett, Sisters, who have the Bennett sisters, who have the McCoy of the McCo

#### LYRIC, INDPLS.

Indianapolis, March 27. Ted Mack, Prof. Lamberti, Rex Weber, Pinkie Lee & Co., Maidie & Ray, Hudson Wonders, Dick, Don & Dinah, 'Love, Honor and Behave' (WB).

House orchestra is moved to stage with Ted Mack m.c. Mack does nothing but wave the stick and introduce the acts, filling in intervals with old gags.

nothing but wave the steek and introduce the acts, filling in interval with old gags.

With old gags.

With old gags.

With old gags.

With the proper of the state of the sta

#### STANLEY, PITT

Pittsburgh, March 27. Tommy Dorsey Orch, Edythe Wright Jack Leonard, Ann Anderson, Jay & Lou Seiler, Dave Broudy's house orch, 'Wise Girl' (RKO).

#### STATE, N. Y.

Ruby Zwerling's house orch, Louis Armstrong's orch, Alma Turner, Midge Williams, the Two Zephyrs, Sammy Woods, Nicodemus; 'The Buccaneer' (Par).

Manage Wittoms, the And Zephan, Sammy Woods, Micodenius: The Buccaneer (Pari).

Unit which Louis Armstrong has built awhich Louis Armstrong has built awhich Louis armstrong the closely follows:

Limited here to 48 minutes, the show seesaws from sock entertainment to moments of innocuous desuctude. Froceedings become especially becamed toward the end when Nicodemus, the final turn of the supporting troupe, tries to hlend a pleasant code of the final turn of the supporting troupe, tries to hlend a pleasant the close, act were spotted farther up, and a fast dance routine inserted for the fadeout.

Otherwise, setup heavily fallented and well balanced, with the showmanly Armstrong doing plenty and a fast dance routine inserted for the fadeout.

Otherwise, setup heavily fallented and well balanced, with the showmanly Armstrong doing plenty farther the close, act were spotted farther up, and a fast dance routine inserted for the fadeout.

Otherwise, setup heavily fallented and well balanced, with the showmanly Armstrong doing plenty action of the showmanly armstrong doing plenty and the showmanly armstrong that the showmanly armstrong to the shown and the showmanly armstrong to the remains unchanged but withal it's a swell treat for all. Few licks the band gets in on its own rate rich in swing, standout being the all-trumpet refrain by Armstrong and his brass section. (6):

Armstrong are section. (6):

Arm

#### STATE-LAKE, CHI

Chicago, March 27.
Al Trace orch., Shayne & Armstrong, Johnny Special, Spec & Spot, Special of the Special Spe

Every seventh week the regular house band gets a wecation, according to union rules, and the house brings in an outside stage band. This week it's Al Trace's orchestra, which has a big following in Chicago.

brings in an outside stage band. This week it's All Trace's orchestra, which has a big following in Chi-crack the stage of the stage of

of numbers is good, though her Beat It Out' should be the encore rather, than Bob White!
For the sake of the show, Miss Dawn would be better grooved if in the trey rather than next-to-shut Milton Douglas and Priscilla (New Act) belong there for balance to the bill.

bill.

Bill Ames deuces with his 13 imitations. Too many, and the tirm, would evince the same versatility with less. Closes strongly, however, highlights and most faithful takeolis are those on Durante, F.D.R., Fred Allen, Winchell and Voice of Ex-

Highlights and most faithful takeonts are those on Durante, FDR. Fred Allen, Winchell and Voice of Experience.

Kay, Katya and Kay, two lads and a gith, standard hoofers, have been around for some time. Opening is just routine, a waltz, with the boys putting the girl through some acrowhirls and lifts. Then, in bright harlequin togs, trio's doll dance is excellent. Ballet effect and semblance of the adagio are well presented.

Teddy King's orchestra (10) should be in the pit. Strand policy is to keep crew on the boards and dress each show as a presentation, but that doesn't always work when booking in vaude turns. Distinctly so at present.

ent.
Sag sharply experienced midway
in the show when crew does a novelty number; it slows things, which
are pitching almost perpendicularly

are pitching almost perpenuicum upward.
Running 70 mins, bill o.k. on tinge.
Boothman, though, should be learning a few tricks with his spot, by now and for gossakes, hasn't, the Strand any gelatine for the lamps but glaring white?
Biz good at the farewell frolic opening (Friday) night.
Bert.

#### PALACE, CLEVE.

Cleveland, March 27, Cab Calloway, orch, 6 Cotton Club-Boys, Avis Andrews, Stump & Stumpy, Gold Is Where You Find U (WB),

Although RKO Palace has been going heavy on swing bands lately. Cab Calloway is bringing out stronger crowds than some of house's recent importations. Unit ran too short, so after first performance Calloway added several new numbers of the couple of the

#### PARAMOUNT, N. Y.

Guy Lombardo's Orch, with Vic-tor, Liebert & Carmen Lombardo, Ella Logan, Marian Daniels, Blue-board's Eighth Wife (Par), reviewed in Variery March 23.

#### WINTERGARTEN (BERLIN)

Berlin, March 17.

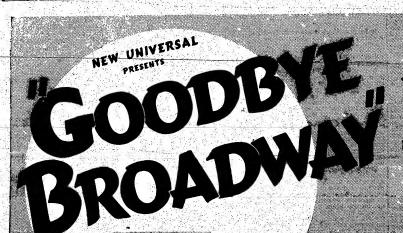
Four Luanous, 11 Aerobatic Girls,
Sobski & Dogs, Frank, Walson, Erningos (3), Marita Graendgens,
Grockett, Thea Alba, Millimar's
Golden Statues, Rolly Rolls, Carmendet, Rolls Juan Cranero, Elvira Lucena, 5 Readings;

Berlin's vaude fare is lean at best but the big burg is over-run with provincial greenhorus in for the an-nual automobile exhibition, nuking wintergarten's opening stonza big bullish.

The 4 Iwanows, Bulgarians, doing

bullish.

The 4 Iwanows, Bulgarians, doing a familiar horizontal bar act, get a familiar horizontal bar act, get things safely under way with fair to middlin's thus, the fourth member pulling the chuefies way with fair to middlin's the fourth member pulling the chuefies and continues. In the deuce are the transport of the fair that the fourth member pulling the chuefies and costumes, gams and showmanship on the lowest level. Sobski follows with his froupe of canines doing the usual things and clicking nicely. The Australian musiker Frank Wilson, hobo rig, sticks pretty much to the sax. Give Me the Sunaine of Your Smile, gives way to When I rish Eyes. Are Smiling on the briby concertina, while he finishes with There's a Long Trail A-Winding. He goes over well and encores sans chin muff. Sham he doesn't dispense with it altogether a not suppretizing makeup. Women-one-man, trio. He does the wk, stunt of twisting himsell siround the rope and then doing a lightning fast twil. Act is short snappy and effectively lighted. Marita Gruendens, ether discuss, does an English and an Italian thing, tries at takeoff the control of the control



...YOU GOTTA KNOW THE

# RIGHT

PEOPLE-TO MAKE THE

## RIGHT

PICTURE



## RIGHT!

Because Academy Award Winner Alice is the talk of the country after her sensational performance in "In Old Chicago."



## RIGHT!

Because he steals all honors in "Nothing Sacred" and "Every Day's A Holiday."



RIGHT!

Because of Tom Brown's standout performances in "Navy Blue and Gold" and "In Old Chicago.

1938'S COMEDY SENSATION! RIGHT!

Because of Dorothea Kent's rapid strides ahead as the new "Dulcy" of the screen.

"GOODBYE BROADWAY"

ALICE BRADY Chas. WINNINGER TOM BROWN - FRANK JENKS

DOROTHEA KENT and
RADIO'S NEWEST COMEDY SENSATION
TOMMY RIGGS

AND HIS BETTY LOU

Screen Pisy by Roy Chanslor and A. Dorian Orros Based on the Broadway Stage Success by James A: Glesson - Directed by Ray McCarey Associate Producer EDMUND GRAINGER



OM BROWN DOROTHEA KEN

RIGHT! Because of Jenks great work in "100 MEN AND A GIRL" and "YOU'RE A SWEETHEART."



RIGHT! Because Tommy
Riggs and his "Betty
Lou"...are the most talked-about
comedy feature in radio today
and Tommy rates handsome-high

on the screen!

(For information of theatre and film exchange bookers, Variety presents a complete chart of feature releases of all the American distributing companies for 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	QTLS	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN REVIEWED BY VARIETY
1/81/36	SQUADRON OF HONOR MANNEQUIN THRILL, OF A LIFETIME CHARLE CHAR AND OUTE CARLO BORDERTOWN (RRISSUE) A STRANGE HONEYMOON	Ralph Cohn Joe Manckiewicz Miss Fanchon Ralph Staub John Stone Robt, Lord Bryan Foy	Col MGM Par Rep 20th WB WB	Meller Rom-Dr Musical Comedy Mystery Drama Drama	M. Russell-T. Hall J. Crawford-S. Tracy J. Canova-Yacht Club Boys M. Boland-E. Truex W. Oland-V. Field P. Muni-B. Davis B. Karloff-M. Wilson	C. C. Coleman Frank Borzage G. Archainbaud Ralph Staub Eugene Forde Archie Mayo John Farrow	55 93 73 67 71 89	1/28 12/22 11/10 1/5 12/22 1/29/35
1, 28/86	PARADISE FOR THREE PARTNERS OF PLAINS THE FURPLE VIGILANTES THE OLD BARN DANCE HAPPY LANDING BLACK BOLL SWING YOUR LADY	S. Zimbalist Harry Sherman Sol C. Siegel Sol C. Siegel D: Hempstead Irving Starr Sam Bischoff	MGM Par- Rep Rep 20th U WB	Comedy Western Western Western Musical Mystery Comedy	F. Morgan-F. Rice-R. Young W. Boyd-Gwen Gase Three Mesquiteers Gene Autry-S. Burnette S. Henle-D. Ameche N. Grey-D. Woods-E. Kennedy H. Bogart-L. Fazenda	Eddie Buzzell Les Selander George Sherman Joseph Kane Roy Del Ruth O. H. P. Garrett Ray Enright	75 79 58 69 102 60 72	1/19 2/16 2/2 1/12 1/26 2/9 1/28
8.4/86	WIFE OF GENERAL LING SPIRIT OF YOUTH EVERYBODY SING WHERE WEST BEGINS THE BUCCANEER DOUBLE DANGER OUTSIDE OF PARADISE INTERNATIONAL SETTLEMENT GOLDWYN FOLLIES MIDNIGHT INTRUDER BLONDES AT WORK	John Stafford Lew Golder Harry Rapf Maurice Conn C. B. de Mille Maury Cohen Harry Sauber 20th S. Goldwyn Trent Carr Bryan Foy	GB GN MGM Mone Par RKO Rep 20th UA U WB	Drama Action Musical Western Drama Melter Comedy Drama Musical Meller Contedy	G. Jones-A. Renn Joe Louis-C. Muse-E. M. Harrie F. Brice-A. Jones-J. Garland J. Randall F. March-F. Gaal-A. Tamiroff F. Foster-W. Bourne-D. Meek P. Regan-P. Singleton C. Romero-V. Fleld-J. Lang E. Bergen-Zorina-A. Menjou B. Reed-I., Hayward B. MacLane-G. Farrell	Ladislaus Vajda Harry Fraser E.L. Marin J. P. McGowan C. B. de Mille Lew Landers John II. Auer E. Ford Geo. Marshall 1. Lubin F. McDonald	71. 66 89 56 124 62 68 73 115 88	2/23 1/5 1/26 3/23 1/12 2/16 2/16 1/26 2/2 2/23 3/16
£/11-38	LITTLE MISS ROUGHNECK CATTLE RAIDERS OF HUMAN HEARTS MY OLD KENTUCKY HOME SCANDAL STREET BAVING WONDERFUL TIME CHECKERS ADVENTURES OF TOM SAWYER FORBIDDEN VALLEY KID COMES BACK DAREDEVIL DRIVERS	W. MacDonald H. L. Decker J. Considine, Jr. E. B. Derr. Par P. S. Berman John Stone D. O. Seknick Henry Macrae Bryan Foy Bryan Foy	Col Col MGM Mone Par RKO 20th UA UA WB WB	Com-Rom Western Drama Com-Dr Comedy Comedy Rom-Com Com-Dr Outdoor Dram Action	R. Pellows-L. Carrillo C. Starrett-D. Grayson W. Huston-B. Bondt E. Venable-G. Richards L. Ayres-L. Campbell G. Rogers-R. Skelton J. Withers-S. Erwin-U. Meckel T. Kelly-M. Robson N. Beery, JrR. Barrat W. Morris-J. Travis D. Purcell-B. Roberts	Aubrey Scotto Sam Nelson Clarene Brown L. Hillyer James Hogan Al Santell	139 72 63 79 93 68 61 60	3/9 2/9 2/9 2/9 2/9 12/8 2/18 4/30 12/29 3/2
× 2 18 38	WIDE OPEN FACES THE GIRL WAS YOUNG A YANK AT-OXFORD PAINTED TRAIL BIG BROADCAST '35 BRINGING UP BAD' BARONESS AND BUTLER GOLD IS WHERE YOU FIND IT	David Loew  GB  Michael Balcon Robert Emmett H. Thompson Cliff Reid Ray Griffith Sam Bischoff	Col GB MGM Mone Par RKO 20th WB	Comedy Com-Dr Comedy Western Musical Rom-Com Rom-Dr Outdoor	Joe E. Brown-J. Wyman N. Pilbeam-D. DeMarney E. Taylor-L. Barrymore Tom Keene W. C. Fields-Raye-Lamour K. Hopburn-C. Grant Annabella-Wm. Powell G. Brent-C; Rains-J. Lifel	Kurt Newman Alf Hitchcock Jack Conway Robert Hill Mitch Leisen Howard Hawks Walter Lang M. Curtiz	84 109 50 88 102 73 90	12/8 2/2 2/9 2/16 2/16 2/16
₿/25/38	WHO KILLED GAIL PRESTON? ARSENE LUPIN RETURNS PORT OF MISSING GIRLS CASSIDY OF BAR 20 NIGHT SFOT MOLLYWOOD STADIUM MYSTERY LOVE ON A BUDGET STORM IN A TEACUP PENROD AND TWIN BROTHER	Raiph Cohn John W. Cousidine Lon Young Harry Sherman Robt, Sisk A. Schaefer Max Golden A. Korda Bryan Foy	Col MGM Mone Par BKO Rep 20th UA WB	Mystery Meller Drama Western Com-Dr Meller Comedy Comedy Com-Dr	W. Cahoon-D. Terry M. Douglas-W. William J. Allen-M. Stone W. Boyd-N. Lane Parkyakarkus-A. Lane N. Hamilton-E. Venable J. Prouty-S. Byington V. Leigh-R. Harrison Mauch Twins	Leon Barsha G. Fitzmaurice Karl Brown Les Selander Christy Cabanne David Howard Bert Lenny Victor-Saville Wm. McGann	60 82 60 60 66 66 89	3/9 2/23 4/30 4/30 3/2 0/9 1/12
3,4-38	BOLLING CARAVANS START CHERRING TO THE VICTOR MERRILY WE LIVE ROMANCE IN PARK MAID'S NIGHT OFF PRISON NURSE SALLY, IRENE AND MARY ADVENTURE'S MARCO POLO MAD ABOUT MUSIC SLIGHT CASE OF MURDER	Col- Nat Perri Maurice Ostrer Hal Roach Harjan Thompson Robert Sisk Herman Schlom Gene Marker Sam Goldwyn J. Pasternak Sam Bischoff	Col Col GB MGM Par RKO Rep 20th UA WB	Western Musical Rom-Dr Comedy Musical Rom-Dr Meller Musical Drama Musical Musical Musical	J. Luden-E. Stewart W. Connolly-Durante-J. Perry W. Fyffe-J. Loder-M. Lockwood C. Benneti-B. Burke-P. Kelly G. Swarthout-J. Boles A. Lane-J. Fontaine H. Wilcoxon-M. Marsh A. Faye-F. Allen-J. Lang G. Cooper-B. Rathbone D. Durlin-H. Marshall E. G. Robinson-J. Bryan	Jos. Levering. A. S. Rogell Robt, Stevenson N. Z. McLeod H. C. Potter Ben. Holmes James Cruze Wm. Ssiter Norman Taurog Norman Taurog Lloyd Bacon	78 96 72 69 61 84 100 98	2/9 3/2 2/16 3/9 3/2 2/16 3/2 2/9
3/11/38	MAKING THE HEADLINES THE FIRST HINDERD TRAKE ROSE OF RIGHT WIDE BANGEROS OF RIGHT BANGEROS OF RIGHT CALL THE MESQUIPERS WALKING DOWN BROADWAY CRIME OF DR. HALLET LOVE, HONOR AND BEHAVE	Col Norman Krasna Porothy Reid Par Sol Lesser Win. Berke Sol Wurtzel Ed Grainger Lou Edelman	Col MGM Mone Par BKO Rep 20th U WB	Rom-Dr Com-Dr Rom-Dr Meller Rom-Com Western Com-Dr Mystery Com-Dr	J. Holi-B. Roberts B. Montgomery-V. Bruce Movita-John Carroll G. Patrick-A. M. Wong B. Breen-I. S. Cobb J. Mesquiteers C. Trevor-F. Brooks R. Belainy-B. Read W. Mortis-P. Lane	Lewis D. Collins Dick Thorpe Wm. Nigh Robert Florey Edward Cline John English N. Foster Sylvan Simon Stanley Logan	66 75 60 68 72 55 75 65	3/23 3/16 3/16 3/2 3/2 3/2 2/2 3/16 2/16
3/18/38	SALLING ALONG GRL OF GOLDEN WEST BULLDOG DRUMMOND'S FEBIL CONDENNED WOMEN KING OF NEWSBOTS REBECCA OF SUNNYBROOK FARM THE GAIETY GIBLS NIGHT CLUB HOSTESS STATE POLICE HE COULDN'T SAY NO	GB Wm. A. McGuire Par Robert Sisk V. Morehouse Ray Griffith A. Korda W. Mycrost Trem Care Bryan Foy	GB MGM Par RKO Rep 20th UA U U	Musical Musical Mystery Drama Rom-Dr Ron,-Com Musical Rom-Dr Action Comedy	J. Matthews-J. Whiting J. MacDonald-N. Eddy J. Barrymore-L. Campbell S. Ellers-L. Hayward L. Ayres-H. Mack S. Temple-R. Scott J. Hulbert-P. Ellis B. Rogers-J. Clyde J. King-C. Moore F. McHugh-J. Wyman	Sonnie Hale R. Z. Leonard Jas: Hogan Lew Landers V. Morehouse Norman Foster T. Freeland Graham Cutts John Rawlins Lew Seiler	94 129 66 77 68 89 78	2/8 3/18 3/9 4/30 3/9 3/2
3 25/38	LONE WOLF IN PARIS JUDGE HARDY'S CHULDREN ARSON GANGBUSTERS MR. MOTO TAKES CHANCE JEZEBEL	W. MacDonald MGM Herman Schlom Sol Wurtzel Henry Blanke	Col MGM Rep 20th WB	Mystery Com-Dr. Meller Mystery Drama	F. Lederer-F. Drake L. Stone-M. Rooney-C. Parker J. LaRue-B. Livingston L. Lorre-R. Hudson B. Davis-H. Fonda-G. Brent	Al S. Rogell Geo. Seitz Joe Kare Norman Foster Wm. Wyler	70 60 190	3/16
4 1/38	WHEN G-MEN STEP IN FLOATING CITY PORT OF SEVEN SEAS LAND OF FIGHTING MEN TIP-OFF GIRLS OUTLAWS OF SONORA JOSETTE GOODBYE. RROADWAY	W. MacDonald Erich Pommer H. Henigson Maurice Conn Par Wm. Berke Gene Markey Ed Grainger	Col GB MGM Mono Par Rep Zoth U	Meller Drama Drama Western Meller Western Musical Com-Rom	D. Terry-R. Paige-J. Wells L. Fenton-C. Veidt W. Beery-M. O'Sullivan J. Randall-L. Stanley L. Nolan-M. Carlishe-R. Karna 3 Mesquiteers-J. Joyce S. Simon-D. Ameche-B. Labr C. Winninger-A. Bradv-T. Brow	C. C. Coleman Jr. Karl Hartl Jas. Whale Alan James Louis King Geo. Sherman Allan Dwan Ray McCarey	60 78 80 65	3/16 3/23
4 8 38	FEMALE FUGITIVE IT COULDN'T HAPPEN AGAIN CAPITAL PUNISHMENT RAWHIDE RECKLESS LIVING WOMEN ARE LIKE THAT	E. B. Derr Cliff Reid John H. Auer Söl Lesser Val Paul Robt, Lord	Mono RKO Rep 20th U WB	Meller Drama Rom-Dr Western Com-Dr, Com-Rom	E. Venable-C. Reynolds V-Moore-A; Lane A. Marshall-T. Birell S. Ballew-E. Knapp N. Grey-R. Wilcox-J. Save K. Francis-P. O'Brien	Wm. Night Christy Cabanne John H. Auer Ray Taylor F. MacDonald Stanley Logan	•	
4 15/38	FLIGHT INTO NOWHERE THE SHOW GOES ON TEST PILOT HER JUNGLE LOVE JOY OF LIVING IN-OLD CHICAGO DIVORCE OF LADY X NURSE FROM BROOKLYN FOOLS FOR SCANDAL	Col H. Wilcox Louis Lighton Geo: Arthur Felix Young K. Met Jöwa Alex Kords Ed. Gramger Menyon LeRoy	Col GB MGM Par RKO 20th UA U WB	Meller Rom-Dr. Rom-Dr. Rom-Dr. Comedy Drama Rom-Dr. Drama Rom-Com	J. Hoit-J. Wells A. Neagle-T. Carminati C. Gable-S. Tracy-M. Loy D. Lamour-R. Milland J. Dunne-D. Fairbanks, Jr. T. Power-A. Faye-Ameche M. Oberon-L. Olivier S. Eilers-C. Kelly C. Lombard-P. Gravet	Louis D. Coffins H. Wilcox Vic Fleming G. Archaighaud Tay Carnett Henry King Tim Wholan Sylvan Synon	52 84 99 110 90	3/23 - { 23 - { 5, - 1/1}
4 23/38	THERE'S ALWAYS A WOMAN HEART OF ARIZONA GO CHASE YOURSELF THE FEUD MAKER ISLAND'IN THE SKY LADY IN THE MORGUE ACCIDENTS WILL HAPPEN CALL OF THE ROCKIES	Wm. Periberg Harry Sherman Bob Sisk A. W. Hacket Sol Wurtzel Irving Starr Brvan Foy	Col Pair RKO Rep 20th U WB	Comedy Western Comedy Western Mollel Mystery Com-Moller Western	J. Blondell-M. Douglas W. Boyd-G. Hayes J. Penner-J. Ball B. Steele-M. Weldon G. Stuart-M. Whalen P. Poster-P. Ellis R. Reagan-G. Bipndell C. Starrett-J. Meredith	Merven Laffav Alex Hall Les Selander Edw. Cline Sam Newfield Herbert Leeds Otis Garest Arthur Lathin	80 82	3-13
4 29/38	CALL OF THE ROCKIES SWISS MISS OOLLEGE SWING RENTUCKY MOONSHINE RETURN OF SCARLET PIMPERNEL BELOVED BRAT	H. L. Decker Hal Roach Eewis Gensler K. MacGowan Alex. Korda Bryan Foy	MGM Par 20th UA WB	Comedy Musical Musical Draina Com-Dr	S. Starrett-I, Meredith S. Laurei-O, Hardy M. Raye-Burns and Allen Ritz Bros-T, Martin S. Stewart-B, Barnes-M, Scott B, Granville-D, Costello	Allen James John G. Blystone Raoui, Walsh David Buffer Hins Schwaliz Arthur Lubin		



April 16th
Is the Day WARNER BROS. Will Release

# I CAROLE JOURNAL STATEMENT OF THE STATEM

in

# "Fools "I Search Search

with

RALPH BELLAMY

ALLEN JENKINS
ISABEL JEANS
MARIE WILSON
MARCIA RALSTON
A MERVYN LEROY
PRODUCTION

Winchell says "It's Winchell says "It's Laughter!" I aughter!

Screen Play by Herbert Fields & Joseph Fields • Additional Dialogue by Irv Brecher • From the Play, "Return Engagement," by Nancy Hamilton, James Shute and Rosemary Casey A First National Picture Words & music by Rodgers & Hart! "HOW CAN YOU FORGET"

THERE'S A BOY IN HARLEM

## The Girls' Eye View

By Marian Squire

A Couple of Strikes on Jeanette MacDonaid

Jeanette MacDonaid, looking lovely among a lot of mezzo-inted California scenery, struggles through 'Girl of the Golden West' with two strikes called on her at the outset. Miss MacDonaid is burdened with a tought cowboy accent, oddly at variance with her cultured warbling, which is strike one. Then she is forced to assume a masculine swagger. The lumbering walk gives the effect of aching feet, and is patently against her natural inclinations that it inspires giggles in scenes not designed to be any laughing matter. Obviously the walk is a nuisance to lissome Miss MacDonald, but she clings, to it in varying degrees until a final-romantic scene with Nelson Eddy, when she goes berserk and lets the whole thing go—and that would have been an excellent idea in the first place. Eddy, apparently brought up in the same, if not wilder surroundings, is not troubled with colloquial expressions. He's read a lot of books which apparently takes care of that. Reading must have affected his carriage also, for he escapes the awkward slouch wished on the femme star. Her western dwalv suffers most in conversation with Buddy Ebsen, whose twang couldn't be more natural if he had never been out of sight, of a prairie deg.

Leo Carrillo, Eddy's henchman, pleasure, and so is the vocalizing of Miss MacDonald and Eddy. But despite this, and the noble efforts of H. B. Warner, Walter Pidgeon, Brandon Tynan, and Cliff Edwards, 'Ciri of the Golden West' seems to have had her day—some time ago.

If must have hurt the imaginative Adrian to design, such plain clothes as the divided skirt and chamois vest in which Miss MacDonald spends as the divided skirt and chamois vest in which Miss MacDonald spends as the divided skirt and chamois vest in which Miss MacDonald spends as the divided skirt and chamois vest in which Miss MacDonald spends as the divided skirt and chamois vest in which Miss MacDonald spends as the divided skirt and chamois vest in which Miss MacDonald spends.

Time to Give 'Godfrey' a Rest
After 'Fools for Scandal,' My Man Godfrey' really deserves a rest. This
makes about the fifth time the plot has turned up recently, and it is
growing thin from overwork.

After 'Fools for Scandal,' My Man Godrey' really deserves a rest. This sprowing thin from overwork.

Carole Lombard, an incog picture star, maintains an hysterical pitch throughout. Fernand Gravet, the attractive French importation, is the servant who isn't really a servant—assisted by Allen Jenkins.

The film's brightest moments are with Ralph Bollamy, whose belatedly discovered comic talents are now taking their rightful place in the kleigs. Mr. Bellamy is a gorgeous parody of the characters he did straight for too many years.

As a cinema celeb, Miss Lombard has an extensive wardrobe. A black cape suit with a cascade of trilly white jabot and a finy hat one eye, is exceptionally smart. A low-cut black evening gown has narrow double straps and a ruffle around the top, to supply this season's bosomy look—an effect that must be achieved with frills and draping on Miss Lombard, who is thinner than ever in this picture. A bulky light fur sports coat is worn over a slim black dress, and one-piece satin palamas have, a long chiffon jacket banded in matching satin.

Isabel Jeans as Lady Malverton wears a fur-bordered sheer wrap over a halter-neck, evening gown with short train, and Marcia Ralston plays daughter Jill in masculline-tailored severity.

Mustang Motif at the Music Hall

The Corps de Ballet represents China and the Rockettes go cowgirl in the Music Hall's current East to West stage production. For the Chinese ballet, the girls wear tight red satin pants, gold coats embreidered in blue, and jeweled headdresse—fluttering red and white satin fans. Parasol twirless on a miniature bridge and in a garden set form a background, wearing short coats over flowing sjirts in pastel shades.

Still in the Far East, the Jim Wong company supplies tumbling and continues. The Glee-Club takes over-for the cowe country with Boots-and Saddles' with a ranch house for atmosphere. More hillbilly effect from Ceb Carver and his Cowboy Cousins, and the orchestra cooperates with the 'dancing' of 'Dr. Ostermaier's Educated Horse—a be

Ella Logan Rags the Ballads, Too

Guy Lombardo brings his sweet-and-low swing to the Paramount stage with the three brothers, headed by Leibert, to handle the band vocalizing, Oomph singing delegated to Ella Logan, which is ok with Paramount ticket holders. Besides current tunes, Miss Logan tears up old favorites and some of her native Scottish-ballads, about which the sing-or-swing controversy now rages. She looks plumper than in picture appearances, in a circular white skirt and flaring print tunic. A matter of no importance to the Wednesday (23) am, eustomers who refused to let her go until she had sung herself hoarse.

Contortionist stepper Marian Daniels dances in a graceful version of the pajama-dress compromise. Flowing electric blue spangled chiffon with divided skirt, each half cut full circular, draping like an evening gown.

How About an Adult Getting a Rid Out of a Jam?

Kate Douglas Wiggin would be pretty bewildered if she could come back and see the streamlined version of her brainchild, 'Rebecca of Sunnybrook Farm.' It serves as excuse for Shirley Temple to sing a number of characteristic ditties, however, and that would probably please Mrs. Wiggin even if she did find a radio broadcast going full blast right next door to 'Sunnybrook.'

'Sunnybrook.'
Bill' Robinson fans—and that must include anyone who has ever seen Bill Robinson—would like to have more of him. The double dance, teaming Bojangles and Shirley, is a highlight of the film. Rebecca (Temple) does the usual film child job of straightening out involved situations with adult efficiency. Why doesn't someone, just to be different, have a grown-up getting a child out of a jam? If a cinema rule for adults to be practically helpless when there is a bright child around

for acuts to be practically neighbor which it is a bright which around to look after things.

Gloria Stuart and Randolph Scott are the young heart throb department, and a sideline of more mature romance falls to Hichen Westley and Slim Summerville.

Phyllis Brooks, who has her eye on the engaging Mr. Scott, but winds up

Summerville.

Phylis Brooks, who has her eye on the engaging Mr. Scott, but winds up with Jack Haley, sings in a pencil silhouette black street dress with rhinestone clip at the throat for sole deciration. Another radio number is done in a metal cloth evening gown with chiffon draped over the bodice and ending in shoulder straps.

Ruth Gillette wears exaggerated splashy black and white outfits as the scheming wife of William Demprest. Franklyn Pangborn has a nice bit an emergency organ filler at the radio studio. Paul Harvey and Alan Dinchart do their bits as rivals for Miss Temple's radio services. Gloria Stuart lives happily on the farm in girlishly simple tailored frocks.

Roxy's Scotch Stage Show

A hoop-rolling routine has the Gae Poster Girls in plaid sunbonnets and brief plaid frocks, opening in front to reveal yellow satin panties. In these outflets the girls stooge for Freddie Craig. Jr. fetching blackboards for his lightning calculator feats, and upsidedown and backwards writing.

The Gaudsmith Bros. with their two intelligent French poodles are highly entertaining to the younger generation—always present in large numbers at a Shirley Temple offering.

Stage is dressed for the 12 Aristocrats by the Foster Girls, wearing old blue floating gowns and cerise capes caught at the shoulders. The six ferme members of the 12 Aristocrats dance in shell pink satin gown with back sets of pleated chiffon from waist to hem, and high sheer wings capping the sleeves.

Lillian Shade sings in powder blue chiffon. Grecian style with pink roses

wings capping the sleeves.

Lillian Shade sings in powder blue chiffon. Crecian style with pink roses on the bodice and in her hair. Her rendition of 'Loch Lomond' brings out the Fosters in red plaid kills and white caps, boots and fitted coats for tap highland filing. It also brings out some drums beaten, with such enthusiaim that Miss Shade's final chorus is done in pantomime.

#### McCoying It

Hollywood, March 20.
Entire Lane family, Including
Lola, Priscilla, Rosemary and
Leota, has been set for 'Sister
Act,' the Fanny Hurst yarn,
which 'Warners' will put into
production late in 'April.
Stellar billing goes to Errol

## 20TH-FOX'S NET \$8,617,114. FOR

Tremendous showing in the fourth quarter of 1937, when earnings of numerous film companies were sagging, enabled 20th-Fox to show net profit of \$8,617.114, equal to \$4.11 per common share, for year ending Dec. 25, 1937, as against \$7,722,954 in 1936. Corporation and its subsidiaries showed only \$1,143,400 profit in the third quarter, last work but

in 1936. Corporation and its subsidiaries showed only \$1,143.400 profit in the third quarter last year, but furned in \$3,718.200 epet in final quarter, as compared with \$3,472.275 in 50urth quarter of 1936. No 1936. The profits reported were after all taxes and foreign exchange adjustments.

In final figures for both years, dividends from National Theatres Corp. are included in the amount of \$1,134,000 for cach year. Total income for 20th-Fox was \$58,602.235 for past year, with operating profit \$1,0570,966. Interest expense, amortization of discount and expenses of funded debt and depreciation took \$501,298 from this total. Further deductions included \$1,230,970 for normal income tax and \$221,583 for partax on undistributed profits. Earned surplus Dec. 25, 1937, was \$11,616,032.

Surtax on undistributed profits.

Earned surplus Dec. 25, 1937, was \$11,616,022.

Surtax on undistributed profits indicated that the company desired to carry over a surplus despite the fact that \$5,754,703 was paid out in dividends (\$41,50 the preferred and \$2,50 on the common).

During the year, \$4,412 preferred shares were exchanged for 105,514 shares of common making 1,741,683 shares of common outstanding as of Dec. 25, 1937, and 946,682 preferred shares on same date.

National Theatres Corp. and voting controlled domestic subsidiaries had consolidated net income of \$2,988,228 in 1937, as against \$2,924.

209 in 1936. Report of 20th-Fox states that its 42% interest in corporation indicates an interest in these earnings of \$1,255,055.

G.T.E.'s \$1,19,415 Net

G.T.E.'s \$1.199.415 Net General Theatres Equipment and subsidiaries net profit for the year ending Dec. 31, 1937, was \$1.199.415, according to the report issued last week. This represented a heavy de-cline from the rate of earthings in the first seven months of the com-pany's existence under presently in-corporated till. orporated title.

corporated title.

Corporation net for seven months
from June 1 to Dec. 31, 1936; first period of operation, was \$959,509. If riod of operation, was \$959,509. If earning had held up to pace set in night have

#### MPLS. PROJECTIONISTS THREATEN TO WALK OUT

Minneapolis, March 29.

Booth operators' strike which would close all Minneapolis independent loop, neighborhood and suburban houses, threatens. Operators have rejected exhibitors' offer providing for slight advance after first year and demanding an immediate boost equivalent to about 5°C and retroactive to last December. 5% and retroactive to last December

5% and retroactive to last December when contracts expired.

Exhibitors declare they'll shitter their houses rather Itina neede. Under present depressed conditions they claim they'll be better off financially with their theaties dark. They insist that they can't shoulder any increase in operating cosls. Matter is expected to reach showdown within next fortnight, after exhibs appeal to International union officers.

#### Cloud-Hopping Flack

Hollywood, March 29.
Publicity man on Paramounts dy g chee Wen with Wings' is Edward Churchill. He assigned because he is a hensed note on his own plane and covers the in the clouds action sans extra rost.

## Lefty's Got Spring Fever and a Tall Memory; Still, He Doesn't Regret It

By Joe Laurie, Jr. Coolacres, Cal., March 29.

Coolacres, Cal., March 28.

Dear Joe:
Received your letter telling me about the things going on in the Big.
Town and it was like a breeze from the old Palace Building. It sure feels
good to get news from home. You know, no matter how long we stay out
here, Aggie and me will always feel that Broadway is our home, and that
we are just out here playing a date. Of course, it's nice oout here, the air
is swell, but it hasn't got that, whiff of grease-paint in it like you get on
Broadway. The air out here has more of a celluloid smell, and I never did
like that smell ever since I used to wear those celluloid collars and cutts
in the first act I played in. We wore 'em those days to save laundry bille
until we got smarted up where we could clean linen-collars and cutts with
an eraser; and there was plenty of stuff on the cuff those days to clean off.

It makes a guy feel silly when he looks back at those old days when we
tried to save a few pennies, saved them by living in chean hotels, eating
bum food, sitting up in day, coaches instead of 'riding the plusil,' saved 'em
for whal?' For doctor bills, bum oil stocks and un-real estate. Many a
bawlin' out Aggie gave me for flatlening out the grouch bag with my poker
playin' and my bad guesses on the ponies. And I don't regret a dime of it.

If I had my life to live over again I'd spend my dou'n on real clothes for
Aggie and me instead of them Guttenberg specials I'd buy food that would
make our stomachs smile instead of ining it with bicarbonale of soda;
I would take room and bath instead of a room and a chance on the bath.
Not that we were dirty those days, but I still think those crinks in my back
today comes from trying to sit in sinks taking a sponge bath in those yeaterdays.

terrarys.

Of course, me and Aggie are older now and we don't want the things we used to when we could dance five choruses without even puffing. We don't want a lot of dough, or a lot of joys, all we want are little pleasures and enough dough to give Junior a start when he grows up with a good education, because we want him to be a good actor, and today to be a good actor you gotte know, good English, or be a good tailor. That's why Aggie hab

tion, because we want him to be a good actor, and today to be a good actor you gotta know good English, or be a good tailor. That's why Agice has got us on a budget; you know a budget is a method of worrying before you spend, instead of afterward.

See in you're letter (where you say Ed Wynn) great in his show. Hooray for What? I sure wish I was with you as he is one of my favorite comics. I played with him years ago when it was Wynn and Lewis and have caught him in almost everything he played in since. He is one of the few original and clean comedians. He stands alone in his line like Frank Tinney did, and none of the new crop compares with either one of them. By the way, they both come from Philly. town that has given plenty of talent to the show business. We used to pull a lot of, wheezes about Philly being slow and sleepy but if you knew the spots it was plenty lively. I renember we used to pull a gag in our act about a lady dropping a pin on Chestnut and Broad-streets in Philly and people camer running around the corners to learn the cause of the noise. It got a good laugh—outside of Philly.

So you had a mild winter in New York? Well, the mildest winter I ever spent was in Duluth one summer. It seems funny to hear a New Yorker talk about weather. That's one thing about California, they have weather out here that they can brag about. And dol It's getting pretty warm now, and about. July it'll get so hot you can light your eighert from the tips on your shoe laces. I am figgerif on taking Aggle and the kid for a little auto trip to Hollywood. The change will do us-all good. We want to see and gab to some of the old gang, and I also want to see if I can straighten out the law-suit the Exchange started on me. for running 'Snow White' letter head it looked like a petition.

Give our best to the gang and ask them do they remember on these

letter head it looked like a petition

letter head it looked like a petition.

Give our best to the gang and ask them do they remember on these beautiful sunny spring days how sore we were because we had to play a mattine? Now we havent any mattines to play but we still got the beautiful sunny spring days, which proves we haven't lost everything. SEZ.

Your pal.

Lefty.

P. S.—Jack Benny, the Waukeegan Fiddler, sez, 'The radio is in its in fancy, that's why it makes so much noise.'

#### **Dope Needlers Attack** Philly Femme Film Fan

Philly Femme Film Fan
Philadelphia, March 29.
Girl here is in a critical condition
in Fitzgerald Mercy hospital from the
effects of a narcotic she told police
was jabbed into her leg in a theatre
in Yeadon, Philly suburb.
Semi-conscious since last Thursday
night, Mary Scott, 20. department
store salesgirl, has been unable to
give police a coherent account of
what occurred. As far as can be
gathered she said two men sat beside her in the house and asked her
for a date. When she refused she
suddenly left a sting in her leg.
She left the theatre and had taken
only a few steps when she collapsed
on the sidewalk. Cops took her to
the hospital.

#### Saperstein Reelected

Chicago, March 29.

Aaron Saperstein was re-elected for another year as president of Allied of Illinois at a special meeting held by Allied members, the clubrooms of the Chicago Amusement Publicists Association in the LaSalle hotel. There was opposition.

Brand

position.

Board of directors als reelected. Enfire meeting was more
or less of a rubber-stamp affair, with
no excitement expected and none

#### SHINNY FOR METRO

HINNY FOR METRO

Tiollywood, March 29.
Metro signed Loyold University's champ hockey, team, along with Tom Lieb, its coach, to appear in a Pete Smith biselle. Jee Hockey Charley Vandeyeer will direct the puckers, who have held the Cast little for four years.

#### SETTLE N. Y. SUITS BY OPERATORS-ITOA

Injunction sult brought by seven ndle motion picture houses to prevent Allied Motion Picture Operators Union, Local 306, and the International Theatre Owners Associ tion from going through with

agreement entered into by the defendent organizations in January, 1937, was suddenly settled and withdrawn Friday (25), according to a stipulation filed N. Y. supreme court. The order dismissing the action which was signed by Justice Samuel Roseman gave no reason for the move.

The suit was directed against Harry Glover, as president Allied. Joseph Basson, of 208, and Harry Brandt, head of ITOA. The plain-tiffs objected to be tool down by the agreement under which Allied and Local 306 were merged and claimed the detendant officials had au-Local 306 were merged and claimed the defendant officials and authority to take such as top vilhout the consent of the entire membership of the theater owners. The new garcement between the organizaliseraps an original agreement between Allied and 170A executed on Aug. 1, 1933, and which had until Jura 30, 1943 to run. Plaintiffs also sought to have become enforce a contract of Soul 25, 1955, under which some of the production of the produc







Dayton — Bull's-eye

New Orleans— Ditto

Syracuse —
Ditto

Chicago — Ditto

Salt Lake City— Ditto

Philadelphia — Ditto

• Record business everywhere. All comparisons based on top notch pictures of screen history.

# Jeanette MacDONALD · Nelson EDDY "THE GIRL OF THE GOLDEN WEST"

WALTER PIDGEON - LEO CARRILLO - BUDDY EBSEN
A ROBERT Z. LEONARD PRODUCTION

Music by Sigmund Romberg
Screen Play by Isabel Dawn & Boyce DeGaw•A Metro-Goldwyn-Mayer Picture
Directed by ROBERT Z. LEONARD
Produced by Wm. Anthony McGuire

Here is a picture that was made for showmanship. Do nothing—even then business will be great. Get behind it and you'll hang up the record of your career

April—May—June—July—August Metro-Goldwyn-Mayer has its, biggest punches in store!



## SAGS BETTER CONDITIONS

## CONCEDE UPPING **WAGES NOW OUT**

Basic-Wage Agreement with Studios Comes Up for Renewal April 1ducers Urge Curtailment of Scale-Both Sides Will Concentrate on 'Better Working Conditions' for Extras, Et Al.

#### COMMITTEES

Hollywood, March 29. Hollywood, March 29.

Screen Actors Guild will not demand a wage till for extras or top-bracket players when the present basic-wage agreement with producers is reopened April 1. Negotiations will be confined entirely to improved, working conditions for actors, although SAG tops may try to maneuver certain players find higher classification, where carnings

for maneuver certain players into higher classification, where carnings automatically would be increased. Guild tops, like other studio labor hoads, have decided the time is not opportune to press for pay tilt. Producers have intimated they think payof many workers is too high in view of the present economic conditions, ud had planned to request that figures be scaled downward if actors sked for increase.

ures be scaled downward if actors sked for increase.

Negotiations will be handled by the same committee that secured Guild shop contracts for SAG. Robert Montgomery, president of the Guild, will be chairman of negotiations committee. Other members: re Franchot Tone, Kenneth Thomson, executive secretary of Guild, will have been secretary of Guild Murray Kinnell and Aubrey Blair. Producers have not yet named their representatives, but it is understood that Darryl F. Zanuck, Jack Warner and E. J. Mannix will be at the body.

n the body.

n the body.

Guild will attempt to Improve lot of freelance and day players. Latter claim they now lose work because of refusal of studio executives to rive definite commitments for work dates. Player receives bid from one studio, turns down a second offer and when he reports to first studio learns that his part will not be ready for several days.

first studio learns that his part will not be ready for several days.

Classification Draws Fire
Considerable criticism is reported action of board of directors in creating a Class B membership in senior division. Plan was to transfer from junior group any player who has bad's film role in last three years, but is not qualified for Class A membership. Class B member, however, would be prohibited from accepting calls as an extra.

Guid also has adopted a resolution forbidding any member to gage east talent. Rule is aimed at unners, who formerly booked hundreds of atmosphere players and stunt men on direct calls from the studios. Resolution follows:

Resolved, That no one who works easting director who engages selects falent or has the right to hire or fire people may be a member of the Serena Actors Guild.

Any present member fulfilling these functions skill be asked to resign

Any present member fulfilling these functions shall be asked to resign and falling to do so shall be charged with conduct unbecoming a member of the Guild.

of the Guild.
Yesterday (Monday) was set by
the Sereen Actors Guild as last day
which extras and other members
of the junior division could appear
before the camera without a paid-up
membership card
three-day
work permit. Studios were notified
of deadline and instructed not to
offer work to any players who could
not display the proper credentials.
Central Casting simultaneously was
notified not to put through calls to
any delinquent players.

Guid Studies Purze.

tures under this rule. About 2,000 were delinquent on Feb. 1, but many have since paid their dues or else secured work permits.

Any member who had paid dues for previous quarters may apply for a three-day work permit. This per-mits player to work three days dur-ing quarter for which permit is is-sued, but actor must pay current dues from his or her earnings.

Group of junior SAG members are demanding that Guild enforce NRA rule against nepotism, which was incorporated into producer-Screen Actors Guild contracts. Rule

'No one shall be employed as an extra player or atmosphere worker who is a dependent member of the who is a dependent member of the immediate family of any regular employee of a motion picture company, or any person who not obliged to depend upon extra work as a means of livelihood, unless the exigencies of production, reasonably construed, requires an exception to be made. And, further, no one shall be employed as an extra player on atmosphere worker account of personal favortism.

Hits at Poor Relations

#### Hits at Poor Relations

Hundreds of wives and husbands, mothers and daughters and other relatives will be eliminated from pictures if this rule is strictly forced. Persons employed outside the film industry also would be prohibited from accepting employment

as extra.

Nearly 200 candidates have been nominated for officers of the Junior Screen Actors Guild at the annual election on April 10. Larry Steers incumbent president, is opposed by Duke R. Lee and Major Philip J Kiefer.

Kiefer.

Richard Bitgood, first v.p., will have to fight it out for election with Frank Mayo, leading man in the silent days. Tom O'Grady and Harry Mayo. Candidates for second v.p. are Louis J. Becker. Peter Du Rey, Dorcas McKim and George H.

McLain.

Clayton Jones, now acting secretary-treasurer, is a candidate for the post of secretary. He will be opposed by Jack Grant, Lee Powell, Art Taylor, J. Chester Carlisle, Warren Dearborn, Bill Dill and Max Pollack.

Aubrey Blair, former, secretary-treasurer, has been retained, as executive secretary of junior division, and will not have to stand for re-election. He is now employed at the will and pleasure of the board of direcotis of the Senior SAG.

The Screen Writers Guild, at recent mass meeting, urged that all independent Guilds and other studio crafts hold joint mass meetings to oppose encroachment of the International Alliance of Theatrical Stage Employees. Dudley Nichols, SWG president, said purpose of session was to notify the producers not to make any secret alliance for the IATSE to take over any independent Guild will be studios would be closed.

The Screen Directors Guild intended they would have to along the studios would be closed.

The Screen Directors Guild intended they would participale the meeting, but the Screen Actors fould will turn thumbs down. Actors have 10-year Guild shop contracts with the studios and are proceeding on the theory that the IA will not altempt to block their, itations with the producers.

Cutters G After Indies.

Society of Motion Picture Film Editors, which now has working arreciments with all major studios, has inaugurated drive to bring independent producers into line. Independent producers into line, Independent producers into line, Independent producers into line, Independent producers into line, Independent producers in the Sudio Unemployment Conference are experiencing difficulty, bolding interest of the workers, Less than 100 attended last week that 28 pictures were in production, 27 completed films being edited in The studies and as never no completed films being edited in the studies and as never not a completed films being edited in the studies.

any delinquent players.

Guild Studies Purge

Guild officials will have to check

Actual will be eliminated from pire

surf wise week.

Actual will be eliminated from pire

surf wise week.

Actual will be eliminated from pire

surf wise week.

#### Benton-Reade Pool

Saratoga, N. Y., March 29.
End of the intense competition between the Congress and Community theatres, since opening of the Community here last summer, was written last week when William E. Benton, as president, filed papers of incorporation for Saratoga Theatres, Inc. The new concern will operate bottle theatres, beginning April, 3. The merger does not affect the independently owned Palace, which will continue to be operated by Denis J. Harrington.

President and treasurer, William

Denis J. Harrington.
President and treasurer, William E. Benton, present operator of the Congress; vice president, Walter Reade, operator of the Community theatire, and Walter Reade, Ji., secretary. Directors are Benton, Reade, James A. Leavy and Frank V. Storrs, New York.

James A Leary and a New York.

Under the new setup Benton becomes operator of both theatres. Harry A. Burke, Congress manager, becomes manager of both theatres, but he would not further discuss personnel changes, except to intimate there would be wholesale wiffs.

#### **Beery Pays Equity** Fine of \$500; Alice Brady Case Up Next TMAT INTENT ON

Hollywood, March 29. Hollywood, March 28.
Wallace Beery paid a 500 fine and became a member of the Sercen Actors Guild Monday (28). Penalty was slapped on when the actor failed to comply with Equity Instructions to join the Guild.
Payoff pitts Beery back in good standing with organizations affiliated with Associated Actors and Artistes of America.

with Associated Actors and Afristes of America.

A similar charge pending against Alice Brady is expected to be settled this week, when E. A. Fritzerald, Coast conclinator for the U. S. De-partment of Labor, confers with the actress.

#### Painters' Jurisdiction

Hollywood, Maren 28.
Local 831. Sign and Pictorial
Painters, were granted full jurisdic-tion over all sign work in studios
and all engaged in that work or-dered to transfer cards from Local

044 at once.
Order received today in conformity with mandate of general as-

## Picture Industry's Legal Experts Converge on D.C. to Combat Neeley, **Although Bill Looks Cold This Year**

Washington, March 29,
Anti-block-booking legislation this
week seemed to have impaled the
film industry and particularly the
Hays organization on both prongs of
a sharp dilemma.

a sharp dilemma.

Although outlook for passage is bleak, picture producers are in an exceedingly uncomfortable position, with a forocious legislative bear by the tail and the usual weapons failing to work. Serious supporters of perennial measure to outlaw the standard distribution, practice and political racketeers collecting fees for supposed influence fixing Congress, faid, the majors their clutches.

First opportunity to bring up the bill was passed by Friday (25) when the calendar was called after weeks of neglect. Ostensibly because the parliamentary situation was not

## ORGANIZING CINEMAS

Having made unusual headway in lining up the legit field, the Theatrical Managers. Agents and Treasurers union is laying preparations for a concerted drive to organize those in union is laying preparations and concerted drive to organize those in the film branch of amusements which would come under TMAT jurisdiction. These would include house managers, press agents, treasurers and cashiers in heatres, as well as publicists, press book writers and others in home offices.

others in home offices.

Pending the launching of a campaign to organize itself in pictures, the question of jurisdiction may be something that will, entail a determination on what is going to be the position of the International Alliance of Theatrical Stage Employees in the matter.

Understanding is that nothing has been set as to whether the IATSE Understanding is that nothing has been set as to whether the LATES will want to set up its own local to cover managers, press, agents, cashiers; etc., in films or, whether, in view of the fact the TMAT has a charter which supposedly covers, it will prefer to have this branch handled by the TMAT.

tright, Senator Matthew M. Neeley, chief agitator, made no attempt to get his brainchild before the upper chamber. Two senators—Democratic Leader Alben Baykley, and Senator Kenneth McKellar—objected, without giving reasons, and the West

Kenneth McKellar—objected, without giving reasons, and the West Virginia sponsor of the bill quietly let the proposition go over. Definite pledge to call up the legislation before session's end came from Neeley. Conceding he never can gain unnimous consent for consideration of the bill, he said he will move to make this proposal the pending item of business within a short time, probably when the Navy Department appropriation bill is out of the way.

#### Political Shakedown?

Political Shakedown?
With the major producers uncharacteristically alarmed, insiders deelared the industry is being shak
down. Said the Motion Picture Producers & Distributors of America,
Inc., are playing directly, into the
hands of selements who have needied Meeley into pushing the bill for
the murrow of unserting the bill.

hands of schemers who have needed Neeley into pushing the bill for the purpose of upsetting the state of the far the purpose of upsetting tegislation.

What chance there is of passing the measure remained conjectural, but the situation in the House offers solace to the Haysites. Even though. Neeley succeeds in bringing his legislative pet to the floor and gets enough votes to pass it, there is virtually no chance the matter will be seriously considered at the other end of the Capitol. The House Interstate and Foreign Commerce Committee is swamped with other chores, including several Administration-backed bills which will consume considerable time and is unlikely to find time for hearings. And Chairman Clarence F. Lea, Californian, is on record as believing no measure controversial should be reported out without thorough discussion and full opportunity for friends and foes to air their opinions.

Hays and Petilioha's Visit.

air their opinions.

Hays and Pettijohn's Visit.

Grave uncasiness, which has swept,
over the industry since Necley got
his bill on the calendar, bewilders veleran observers. How alarmed the
principal producers have become in
the past few weeks is signified by
the fact that Will Hays and Charles
C. Pettiliohn paid an unadvertised the fact that Will Hays and Charles. C. Pettijohn paid an unadvertised call on Senator Neeley recently and tried to urge him to drop the cru-sade. While nature of the conversation was not made known. Senator Neeley said they were unable in an hour and a haif to present any arguinents which could cause him to take a different view of the distribution system. West Viriginian announced Monday (28) he still feels block booking is a vicious practice which monday (28) he still feels block-booking is a vicious practice which ought to be stamped out by Con-gressional action, adding he is de-termined to get a vote before ad-journment.

journment.

The majors, who usually have been able to pull all the wires necessary to sidertack any scribus threat in the past, have demitted the changed, political situation—particularly with the New Dealers bent on making.

In the property of the prope

the New Dealers bent on making norible example of the picture busine. It is a part of their anti-trust campaign—puts - different complexion on things.

Town seethed over the weekend with stories of the frantic efforts in head off Neeley. According to one version—speedily, denied—the Hays front men had as flamp, rise in temperature and were clumoring for any consulting physician. In might is the consulting physician.

## **U. S. Supreme Court Ruling Clarifies Anew Motion Picture Copyrights**

Washington, March 29.

exhibition of copyrighted rupic exhibition of copyrighted motion pictures, even though non-commicreial, sufficient to justify infringement proceedings against persons using the idea, under a circuit court ruling upheld by the Supreme Court Monday (28).

preme Court Monday (28).

Decision, going a long way toward clarifying the meaning of the film clauses of the copyright laws, was obtained by indirection when the highest tribunal refused to review a ruling by the lower courts in litigation involving Sam Cummins, distributor of unusual features. Effect is to sustain prior opinion that unpublished, material remains safeguarded after it has been displayed indiscriminately.

Question was central point in in-

displayed indiscriminately.

Question was central point in infringement proceedings against Cummi Century Productions, and Empire Laborator; which Frederick B, Palterson, president of National Cash Register Corp. complained that copyright law had been violated through distribution of thrifter entitled "The Jungle Killer." Business mogul held it was a plagination of his amatter; film. Shoot jung Big Game, ith a Camera. Question was central point in infringement proceedings against Cummin Century Productions, and Empire Laboratori which Fred crick B. Patterson, president of National Cash Register Corn, complained that copyright law had been lightly constituted by the constitute and the produced in piece for said officers which says unpublished works at those not printed works at those not printed works at those not printed produced in piece, for sale or public through distribution of the interest being constitutes and the produced in piece for said of public to officer cure. Both Demo-craft and Republican lawyers have related on the copyright to officer which says unpublished works at those not printed works at those not printed to officer cure. Both Demo-craft and Republican lawyers have related on the copyright to officer which says unpublished works at those not printed to officer cure. Both Demo-craft and Republican lawyers have related on the copyright the form the constitutes public to officer cure. Both Demo-craft and Republican lawyers have related on the constitutes public to officer cure. Both Demo-craft and Republican lawyers have related on the constitution of the constit

copyrighted as an unpublished work and showed to National Cash Register omployees. After registration reels were distributed among various organizations and shown to estimated 2,000,000 people at commercial shibition. Century brought out Jungle Killer and Patterson sought both an injunction and damages. Challenging validity of Patterson's registration, Clummins, said, amateur film should have been re-registered and ought to have carried ropyright notice.

and ought to have carried copyright notice each rect. Said circuit erred in holding that since Patterson's pix were not offered for sale, it was not necessary in 90 through the formallities a second time. Another claim of error was that the jurist should have held the public showings constituted general ubircations.

## "BUBBLING CHAMPAGNE COCKTAIL OF MIRTH,

music and romance. The sparkling work of Irene Dunne, plus the efforts of the supporting company, give it amusement ingredients and exploitation qualities entitling it to rank with any madcap comedy romance of the moment."

—Motion Picture Daily

## "AN UPROARIOUS COMEDY THAT SHOULD PLAY

to heavy returns. It has refreshing situations, bright dialogue and a roller-skating sequence that will provoke howls of laughter in any theatre . . . Replete with new situations, built for laugh purposes." —Film Daily

## "THE IRENE DUNNE OF 'AWFUL TRUTH' MAKES OF

her part in this a similar and no whit less sparkling demonstration of the talent which, so many believed, entitled her to the Academy Award... Action is brisk, humor clean, dialogue fresh and acting tiptop."

-Motion Picture Herald

## **"CREME DE LA CREME OF**

the season's comedies. They probably will not come any better ... A smash coin getter in any territory which has money for Grade A amusement." —Hollywood Variety

## "FULL OF FUN...HOLDS ITS

own in this popular class of entertainment...a flip boy-madly-chases-girl affair that is well loaded with action and laughs of a sure-fire sort."—Hollywood Reporter



I R E N E

DUNNE

EASTER WEEK ATTRACTION AT LEADING FIRST RUNS

Screen play by Gene Towne, Graham Baker, Allan Scott, Based on an Original Story by Dorothy and Herbert Fields.

# FAIRBANKS Jr.

with

ALICE BRADY.. GUY KIBBEE
JEAN DIXON.. ERIC BLORE.. LUCILLE BALL
WARREN HYMER.. MUSIC BY JEROME KERN
Lyrics by Dorothy Fields.. Directed by TAY GARNETT..
Produced by Felix Young... TAY GARNETT Production

## Dallas, Depinet and Disney in Big **Tieup for RKO Exec's 30th Anni Fete**

By ARTHUR UNGAR

Dallas, March 29.

Dallas, March 29.
Dallas, Depinet and Disney were syrionymous here on Saturday (27). Dallas put on its best togs, hung up its banners, observed proclamations, and had a real hot Texas time in celebrating the start of Ned Depinet locally 30 years ago in the motion

and an a real nor texas time in celebrating the start of Ned Depinet locally 30 years ago in the motion picture business, as well as the opening of the Disney picture; Show White, on the Interstate circuit.

The most potent function of the day was, the testimonial dinner (stag) tendered Depinet Saturday night in the Baken hotel. Around 400 representative citizens and filmites from all honored the local boy who made good. It was a \$10-per-plate affair, R. J. O'Donnell and Karl Hobbitzille staged things. George Clark, secretary to Gov. James Allred, acclaimed Depinet a Colonel on the Staff of the state's chief magistrate, and Col. Paul Watefield, another Allred aide, on behalf

Colonel on the staff of the stafe's chief magistrate, and Col. Paul Wakefield, another Allred aide, on behalf of his boss, designated him as commissioner representing the Lone Staff and the San Francisco exposition. Depinet was the big shot of the day. It was long day, too. It started some 24 hours previously, as Defined, accompanied by his wife, a local gal, alighted from the Califoriation. Ned and his party, were surrounded by the Dallas folks who remembered when and greeted him with signs, billboards, trailers and what not informing him that Dallas was proud of him. Bob. O'Donnell, another local boy by adoption, as is Ned, who answered the Greeley call, from Eric. Pa., via New Orleans, locaded the welcome committee.

another local boy by adoption, as is another local boy by adoption, as is Ned, who answered the Greelcy call, from Etic. Pa., via New Orleans, leaded the welcome committee. They paraded Depinet around the town, in circus fashion, and sort of let the folks know that 'Snow White and the Seven Dwarfs' was opening the next day at the Majestic. O'Donnell had Depinet meet trains, planes and trains bringing in the lost of triends from points all over the country, including Canada, O'Donnell and his oblettain. Karl Hoblitzelle, threw cocktall parties, dinners, receptions and everything in the line of entertainment from then on to the time that the trains and planes began departing as the folks were returning from church on Sunday noon. day noon.

The Big Feed

The Big Feed

The big affair, of course, was the festimonial dinner. Seemingly everyone knew him when, especially the mob of 32 who sat on the dais and were introduced by O'Donnell, functioning as master of ceremonies, placing Milton Berle, who was skedded but, due to the loss of his father, could not attend.

On the dais were M. J. Mullin and Saun Pinanski, Hermann Robbins, A. H. McCausland, Arthur A. Lee, R. Griffith, J. J. Fitzgibbons, Sam Densbow, Jr. Y. Frank Freeman Gunther Lessing, Grad Sears, Jack Oakie, Charles Skouras, M. H. Aylesworth, Heb Yates, Claude Ezell, Bill Underwood, J. R. McDonough, Oscar Oldknow, L. L. Dent, H. T. Nolan and Wilfard McKay, All chimed in singing his praise until O'Donnell decided it was time to head for the Variety Club and a bit more of merrymaking, after Depinet briefly thanked the folks for the honor and modestly said Thanks to Jules Levy for iny success.

or my success.

Bobby Breen, touring in this area,
outributed bit of a chant, local
outertainers some more mith, and,
then the sercen was utilized for e-picture\_and\_verbal\_praise\_of chief chump. Ralph Rolan me-d the chief chump. Ralph Rolan mac-d-the enterlainment portion of the pro-gram as well as providing a special edition of Life with Depinets no on front cover and 12 pages strictly covering the career of Depinet. A 20, foot telegram was delivered with good wishes to the boss from all the

good wishes to the boss from all the emiloyes of his home office who paid 5c each their share of the celebration to send the wire. There ere hundreds of signatures.

On Sunday Depinet, and the Cammack's Lita, who he married here. 23 years are, after proposing to her in the back row of the Majestic the aire, Tootsie and Margaret, her sisters, and Bon, a brother entertained the visitors until plane or train time and then had the first family reunion in four years.

four years.

Dick Owens sided O'Donnell in handling the arrangements for housing and entertaining the visiting con-

Special fares had been arranged here.

#### Pitt Nixes Good Friday Shutdown Until 3 P. M.

Pittsburgh, March 29. An appeal from the Catholic Diothe Pittsburgh Theatre Managers Association, requesting that all movie houses in this district that all move houses in this district be closed on Good Friday (April 15) until 3 p.m., was turned down here last week. Circuit heads took the matter under advisement but figured any favorable action might set a bad precedent; and were unwilling to okay move.

okay move.

It was the first time such a request had ever been made by a church group and the film crowd, always, eager, to go along with religious orders, gave idea plenty of consideration before finally vetting it.

#### MARCH OF TIME'S LETOUTS

March of Time, newsreel has re-trenched in its N. Y. offices. Re-cent victims of the recession are-John Herling, who handled p.a. post for the film for past six months, fol-lowing switchover from the Wash-ington beat for Time mag, and James H. S. Moynahan, scriptwriter, recently, returned Trom MOT's of-fices abroad.

Both will freelance.

#### Golden, Indpis, in \$150 Biaze

Golden, Indipis, in \$150 Blaze
Indianapolis, March 29.
Patrons watching Stand-In' at the
Golden theatre, nabe, stood out to
watch the firemen battle a blaze
when an overheated motor set fire
to the screen. About 200 persons
were present when the fire broke out,
but they moved to the street in good
order and no injuries resulted Damage to screen amounted to about
\$150.

Repaired next lay and house re-umed operation.

#### Goldwyn-Korda

(Continued from page 3)

day) to meet Korda, Goldwyn and Fairbanks here in connection with a new doal on U.A. Miss Pickford, like Goldwyn, expects to stay in London, one week only.

Hollywood, March 29.
Samuel Goldwyn, currently in London, does not plan to resume production until May 1, so he has made further trims on his studio staff. Lalest group to go numbers 16.
Some of those dropped have been on half pay since Goldwyn completed Marco Polo? They will be released when activity reasons. restored when activity renews.

#### Film Reviews

#### Der Weisse Rausch

(Continued from page 15)

cal accompaniment and selection to enhance the graceful and thrilling

cal accompaniment and selection to chance the graceful and thrilling action.

I As the grand-dad of modern skining, Hannes Schneider is something for a name. He was in New York last the selection of the selecti

from New York and Hollywood to

#### A Restaurant Rib

Charlie Berns of Jack & Charlie's '21' who made the trip to Dallas with the New York film bunch for the New York film bunch for the Ned Depinet shindig took along a case of Balantine a '21' import, as his treat to the boys. Toots Shor, boss of The Tavern, when he heard of it, contributed a case of Johnnie Walker Black Label, and John over a note to the special train, 'But this! bet the Scotch you'll, really drink.' To make the rib 100%, whenever the boys holsted a toast en route, whether it was Berns' or Shor's, contribution, they toasted, 'Here's to The Tavern.'

## Par's Brief To **Void 20 Actions** By L. A. Exhibs

Los Angeles, March 29, unt Distributing Co. has another 10 days in which to file a written brief supporting its oral argument for dismissal of 20 fraud actions brought, against it in U. S. district court. Suits are based on amended, complaints filed by the exhibs after their original actions, were tossed out by U. S. District Judge Leon R. Yankwich. Court ruled at that, time that the Cartwright Act (California anti-trust law), which was injected into the suits, had been declared unconstitutional by him at a prior date. Amended complaints, eliminate any reference to this act, and are confined solely to fraud charges against Par because of its failure to deliver to exhibs on the 1937-38 program, six feature productions which were put the 38-39 program. Plaintiffs: allowed 20 days after Par files its written brief to answer, with Par then getting another 10 days in which to make its reply. gument for dismissal of 20 fraud

Philadelphia, March 29.
Final turn on the four-month date and buying boycott against Paramount last year was called here. Friday (25) by Judge Oliver B. Dickinson, of U. S. district court. He handed down a notice of Par's demand for an injunction against the exhib strike that the case was discontinued. He declared that since the parties had reached an agreement the case was most and ho decision would be entered. Each side was instructed to pay its own costs of the Illigation instead of the charges being levied against the defeated party as is usual.

charges being levied against the defeated party, as is usual.

Par's original demand for strainer against threatened picketing of the exchange and houses using its pix was taken before Judge Dickinson last August. He ruled in favor of the indics. Par thereupon appealed to the U. S. circuit court, which reversed Dickleson and sent the case back to him with instructions to grant, the desired injunction. Latter action was being awaited when notice of discontinuance was issued Friday.

## 'Baby' Film's OK in N.Y. Becomes Moot **Problem for Censors: Defer Decision**

#### 'Ecstasy' Up Again, This Time in Wash.

After a four-year lapse, Sam Cummins. Hedy Keisler (now Hedy La-Marr, at Metro), and 'Ecstasy,' have bumped up against the Federal authorities again.

Petition for Supreme Court do-cision on the powers of New York state authorities to ban showing of state authorities to ban showing of the nature-in-theraw Ilm was cal-endared last week. Cummins wants the final umpires to say whether Governor Herbert H. Lehman and the censorship board was justified in refusing to issue a license for un-realing of the arty film.

'Ecstasy' troubles began back in 1934 when Cummins encountered opposition from the customs agents in position from the customs agents in attempting to import the reels. After secret exhibition attended by Mrs. Henry Morgenthau, wife of the treas-ury secretary, Federal men held the film admissible, though the Hungarian beauty was shown swim-ming and romping au naturelle.

#### **New Theatres**

St. Louis.

The Roxy. Mounds, Ill., recently badly damaged by fire, is being converted into an 800-seater, about twice the previous size. Herschel Eichorn is manager.

E. S. Pollock and B. A. Johnson, owners of the Strand, Hohenwald, Tenn, are planning a new house in the same town.

George Barber is constructing the New Strand, Tuscola, Ill. It will be a 500-seater.

A new house, to cost \$10,000, is being erected at DeWitt, Ark. L. J. Webster, Little Rock, Ark, prepared the plans.

Webster, Little Rock, Ark, prepared to plans.

B. V. McDougald, Monticello, Ark, has let contract for a new theatre to cost \$10,000, exclusive of ground.

Tri-Slate Theatre Corp, will build a new house at Fifth and Euclid in Des Moines, Ia,

New Opera, Greenfield, Ill, is being erected. Local merchants and residents have formed a stock company to operate the 400-seater.

Des Moines.

Des Moines.
Tri-States Theater Corp. has burchased a site at Fifth and Euclid avenues in Highland Park for a new peighborhood theatre. Work scheduled to start April 1.

heighnonood rheatre. Work seneduled to start April I.

Balking plans of Joe Canto, operator of the Rivoll, east side nabe, to side at 20nd treet 200 residents living in the vicinity protested to the City Plan. Commission. Permission for a-construction license was denied on the basis that granting it would open the path for other businesses to come into that part of the street zoned for residences.

Carl Niesse, downtown second run manager, is now building a theatre 10 blocks father north than the proposed site of Cantor's theatre. Niesse's house, to be called the Vogue, will seat 600 and will be completed next fall. Charles Oison, operator of the downtown youdfilm. Lyric, is a pardner in the Vogue.

Albany, N. Y., March 29.

The Birth of a Baby, American Tommittee Maternal Welcare's film which is credited with bringing about the change that took away from State Education Commissioner Frank P. Graves the power that he had for 10 years to rule on licent denials by the department's motion picture division, involves so many angles that the new reviewing committee of the Board of Regents will deliay decision for another month. The Regents are supposed to have seen playate screening of the much deback and was months; as, This was sortly after the ACMW had fled an appeal from Dr. Graves decision and the second playate of the Regents of the month of the Commission of the Commission of the month of the Commission of the ground Birth was immoral, indecent and would tend to corrupt morals under the meaning of a section of the Education Law. Albany, N. Y., March 29.,

tion of the Education Law.

More recently the Regents' reviewing committee heard arguments on appeal, in New Yoek Citych Added to the mass of material flood with the Education Department here is a series of nowspaper clippings commenting tavorably on the showing of 'Bitth', at the Lycetum theatte, Minneapolis. Stated that 70,000 persons saw the feature during lirst two weeks train, seriously, and with profound respect.

Dr. Fred L. Adair, obstetrician.

and with profound respect.

Dr. Fred L. Adair, obstetrician, who made the principal plea for a reversal of Dr. Graves ruling stressed the medical and sociological values of 'Birth's public exhibition He also told the Regents of the stringent restrictions the ACMW-had thrown around the screening of picture. It must be single featured, with no commercial tieups advertising copy, publicity or brilboard display tunless okayed by the ACMW-Short subjects are barred from the same bill, Dr. Adair, said, Admission prices are limited (40c. top prevailed at the Lyceum).

Capitol Hill Observors say that

Admission prices are limited (40c. top prevailed at the Lyceum).

Capitol Hill Observers say that Birth is the hottest thing which the Regents, have been are likely to be called upon to handle in the appeal line. Personal, professional, religious, and perhaps political angles are involved. Film bears the uniqualified endorsement of more than a dozen national organizations in the fields of public health hospital, care, welfare maternity, etc. as well as of many outstanding physicians. Included in the latter, it is said. Dr. Thomas Parran. Ir., U. S. Surgoon Central Central, former N. Y. State Health Commissioner and a close friend of President Roosevelt. Powerful newspapers like the N. Y. Times have declared that the Education Department should, reverse itself and premit public exhibition. On the offinand, the Legion of Decency Brooklyn and elsewhere has demanded that Dr. Graves be upfield. Dr. Graves, the Regents' chief executive officer, never has been reversed by them the courts on a film appeal. Noither, has Irwin Essmond, director of the picture division.

Oklahoma City, March 29, Body and Soul, with Why Mu-dism? booked for week's rondshow run at Morris Locwenstein's Ma-

First sexer to be shown in Locu-enstein's house and will be backed up with newsaper and radio plugs.

#### 'Mother' Short

Metro will film That Makers will film the Makers will film That Makers Might Live, based on the life of Dr. L. P. Semmelweis, who discovered the germ responsible for child-sed fever. It will be made as a one-real with Sheppard Strudwick in the flame role, and John Nestift commentator. Story is by Er, fly-land Madison of Stanford University.

#### VIV MOSES' ACCIDENT

Vivian Moses is recreating Polycli i Hospital, N.Y. from in-juries sustained from an order of le on Broadway in front at the 1, 24. Astor several by a 10. At a 43s he spot will retirat by 1, 10. 4. 1. the publicity department at REO-

Radio,
Checkup showed Moses had a bad head contusion, four cracked r 5, and a fractured bone in his lattice of the contust of 

## Lloyds Won't Insure Pix in Transit: Stresses Home Appeal for U. S. Films

Hollywood, March 29.
Refusal of Lloyds of London to insure American films transit to European countries, including England, view of gathering war clouds, bringing about a speedy re-arrangement of Hollywood studio, production schedules. Stories figured as preferential to both foreign and American audiences being dropped favor of those holding greater appeal for strictly U. S. customers.

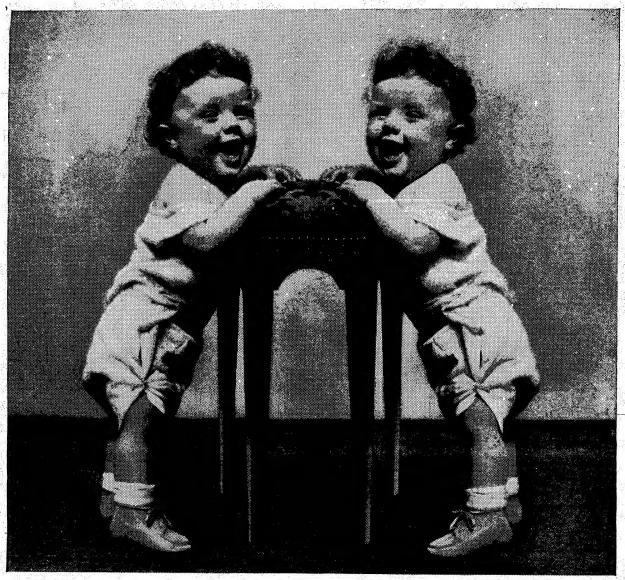
on war coverage was called to Harold Barham, L. A. broker, who handles much of the coverage for major studios.

Despite the revamping of produc-tion produces the picketing adduction and produces.

clouds, bringing about a speedy re-arrangement of Hollywood studio-production schedules. Stories figured as preferential to both foreign and American audiences. Being dropped favor of those holding greater appeal for strictly U. S. cus formers.

Requests for coverage on American distributor-owned real estate abroad, stored prints and prints in transit, were filled by Paramount, Warners and Metro, but applications of the latter two having Been, held up in New York pending Bloyds, reply to Paramount's pied, forwarded a month ago.

Tloyds' disinterest in the invitation add at least five more by April, 15.



# Count Me In "Two".

If you're an exhibitor and you run a theatre count us in "two" prevues on your screen. National Screen accessories in your lobby Count us in "two" with the eighteen-year record of National Screen Service backing National Screen Accessories in every way that could possibly be of interest to any exhibitor Count us in "two" . . with sincerity on your screen selling conviction on your screen and a real thought to your playing time Count us in "two" with new ideas in your lobby displays new technique in color reproductions . . new glamour new life new eye-stopping appeal with a brand of service that has made the word famous in this Count us in "two" count us in "two" with an eye to your advertising problems industry Count us in "two"

National Screen Service ... prize baby of the Industry!



#### **EXPLOITATION**

#### By Epes W. Sargent

#### Ferguson's Negative Come-On

Kemp City, Tex.
Ben Ferguson, operating circuit of houses in the hinterland, decided that he had to try some novel stunt for opening of his house here last night. He sent out the following invitation:

vitation:

Kemp Theatres, Inc., requests the pleasure of your attendance at the non-collosal opening of the K.M.A. Theatre, Kemp City, Texas:

Monday evening, March 28, there will be no searchlights or radio hookups, no personal appearances of stars, no dedication speeches of stary kind. Don't expect any free barbecue, liquor, wine or beer.

The opening picture will be

wine or beer.

The opening picture will be Warner Bros. Swing Your Lady'. This picture is just a little old and was not any too hot when it was new. You have probably seen the picture before, and the theatre is mediocre. Kemp City is located 175 miles northwest of Dallas (22 miles of unpaved road). If you are darn fool enough to make this trip we will be glad to have you. Bring your own cot as there is no hotel.

Theatre nlaved to the contraction of the contraction

otel. Theatre played to turnaway

#### 'Robin Hood' Aids

'Robin Hood' Aids

In addition to the usual merchandise tie-ins, Warners has made a number of useful contacts including one with the N. Y. Public Library which has supplied a list of kindred reading to use in getting the interest of local libraries in book markers and other cooperation. List appears and other cooperation. List appears also gotten behind the library drive with a series of eight cards in color designed for library use. First time color has been used on these cards. Scholastic magazine has a scene on the front cover of the May 14 issue, with a special section which includes a crossword puzzle contest and a radio play with contest backing. Boys Life will also come in with an archery contest for local sponsoring by scout troops.

Merchandise holes will take care of the adult angle. Many of these are musually claborate and interesting.

#### A Burning Question

A Burning Question
Cleveland.
Cleveland.
Max Lefkowich and David Polster, who are building new 2,700-seated Riverside, whipped up a good controversy through newspaper contest, and the standard of the season of th

#### Changed Title

For the second printing of his book on exploitation, Bill Hendricks has changed the title to the more explanatory Encyclopedia of Exploitation. First printing sold surprisingly well and Hendricks is now talking about a third printing.

#### Housing Mrs. O'Leary

Omaha.
Town hasn't seen any good old-fashioned ballyhoo in some time, but Bill Miskell, Orph manager, and Ted Emerson, advertising chief, came through on 'in Old Chicago,' current at Orph.

Miskell had his outer lobby completely redecorated as room in Mrs. O'Leary's house. False walls of compo board were built and then papered in the fashion of that day. Dobby was declared for the severe 2 feet by 3 feet, but one was as large as 8 feet by 10 feet. Lobby very effective and drew raft of comment, such as from one old lady who told her companion theatre was being completely redecorated in this modern scheme. Cooperation with city fire depart-

Cooperation with city fire depart-

New York Theatres

## Chief Olson steered Emerson to a 78-year-old former Chicagoan who at age of 11 was cyc-witness to fire. Member of Chicago Historical So-ciety and only living witness to con-flagration; newspaper played it up strong.

flagration, newspaper played it up strong.

Fire departnent provided new truck and an ancient model for ballyhoo purposes on downtown streets during noon hours couple of days before opening. Department likewise declared in 1 fire preven-tion week. All local fire department cared to attend, were created to screening of film and gave endorse-ment.

ment.

Miskell featured in his lobby
papier mache cow in stall with straw
and lantern; captioned sign labeled
her 'Cause of It All.'

#### Showed Samples

Showed Samples
Norman, Okla.
New angle for college town
ploitation of 'Yank at Oxford' was
worked dut by Lew Chatham for his
Sooner theatre in this home-town of
Oklahoma University.
Diklahoma's two Rhodes
students, Oklahoma's two Rhodes
students, Oklahoma's two Rhodes
students, Oklahoma's two Rhodes
scholarship winners set to hop off
for Oxford next October, and dished
out two oversize comps at the front
entrance of the university.
Photogs were on hand at presentation and snapped picture of Chatham, J. F. Findlay, University dean
of men, the two scholars and Jack
Warren, assistant Sooner manager.

#### Used the Dummy

"Used the Dummy
Canden. N. J.
Charlie McCarthy craze served as
the cue for Joseph Murdock's 'Goldwyn. Follies' buildup, when the film
played the Stanley.
Announced, for Saturday mainee,
a kiddle competition, the reward beting a duplicate of the dummy. Idea
was for the kids to estimate how
many arenders were a the topgirl coming closest to the actual box
office tally entitled to the wooden
brat.

brat. Thing went over very big.

#### For Centenarians

For Centenarians

New Orleans.

Rodney D. Toups, manager of
Loew's State theatre, garnered a lot
of free space in the local papers recently when he extended personal
invitations to all centenarians and
their families to be his guests at the
showing of 'The First 100 Years,'
MGM flicker with Robert Montgomery and Virginia Bruce. Mayor,
Maestri and other city officials were
also invited to see the picture.

#### Name Preference

Oklahoma City.

Tie-up with high schools on 'Sally,
Irene and Mary,' showing at Midwest
theatre, had students writing reasons
for preference of any one of the
three names. Letters were to be of
100 words or less and were to be
mailed or delivered at the Midwest
b.o.

mailed or delivered at the Midwest b.o.
Writers of the 25 letters adjudged best received a pair of oaklies.

#### **Theatres-Exchanges**

Another shift in branch managers by Universal lact week sent Clare Rogers to Oklahoma City. He takes the place of A. G. Leary, who has been transferred to Albany. Fost at the latter exchange spot had been lefter Dan to Buffalo. Charlie Rich shifted to Buffalo in charge of Warner exchange. Ray Smith, formerly Buffalo branch manager, remains with company. The metropolitan N. Y. district, formerly Rich's, will be handled under direct supervision of Ed Schnitzer, WB eastern district manager.

Joe Stout, veteran film salesman, has joined Republic's L.A. exchange as city salesman, replacing M. J. E. McCarthy, resigned.

Middletown O.
Southie Theatres, Inc., a Paramount subsidiary with headquarters at. Hamilton O., which has been operating the 1,800-seat Strand here under lease, has purchased the property at a reported cost of \$500.

Springfield. O. Tom Powell of Springfield has leased the auditorium of the town hall at nearby New Carlisle and plans to convert it into a modern theatre. Plans are also under consideration for the erection of a new theatre there, costing approximately \$50,000, with a seating capacity of 400.

). Omaha. LeRoy J. Miller, former manager of Universal exchange here, manager appointed manager of U. V. Consa City branch, replacing Benny Benjamin, who has left the emmany.

Joe Swoboda and Bill Traxell, who, have been or print. Strand, Pierce, Neb., pa t see manbs, fuled to renew on mit or Home heng perrated by Mr. Eric W. John, myster.

owner.

Morchants r G. willie Neb pooning picture theatre there April 1.

## Three Philly Theatre Robberies, One Bandit Slain: Other Stickups

Philadelphia, March 29.
One bandit was slain and another captured following a gun battle with police in a series of three theatre police in a series of three theatre robberies here during the past week. One holding and one burglary netted nothing, while im, the third the thieves made off with a 500-pound stainless steel safe containing \$150.

Hearing noise of hammering in the Earle theatre at 2:30 Monday morning, police, screent called rein.

forcements and surrounded the place

#### Threat to Philly Film Row by St. Widening

Philadelphia, March 29,
Demands that Vine street here be
widened into a double boulevard as
an approach to the Delaware River
Bridge have Philly film exchanges
guessing as to what will happen to
them. Plan is to condemn all buildings facing the street—which will
include flock of exchanges and other,
divisions of the local industry, o
Among the distribution are the prace

Among the distribs are the practically new buildings of Warner Bros. and United Artists and a structure now in process of being built for Columbia.

#### STUDIO CONTRACTS

Hollywood, March 29.
George Hayes' player contract renewed by Paramount.
Jacqueline Wells' player option lifted by Columbia for a second year.
Hal Roach extended Jack Jevne's writer contract for another year.
Richard Macaulay's Warner writing contract extended for 12 months. Anita Loos handed new writer ticket by Metro.
Eleanor Griffith re-signed as 20th-Fox writer.

Fox writer.

Metro inked Claudia Morgan to a

term deal.

Leonid Raab at Metro as orches-

Leonid Raab at Metro as orchestrator-arranger.
Phil Rapp, Martin Berkeley and Jack Singer drew new writer contracts at Metro.
Warners handed Perc Westmore, makeup department head, his 17th annual renewal.
Ray Whitely's option lifted by RKO.

#### STORY BUYS

Warners purchased Warden Lewis E. Lawes' 'Chalked Out' for summer filming.

Arthur LeRoy Kaser sold 'I Want a Divorce' to Progressive Pictures. Max Marcin's play, 'House Glass,' bought by Metro.

#### TITLE CHANGES

Hunted Men' will be release title on Paramount's Crime Gives Orders. Paramount shifted 'Federal Pen' to Escape from Leavenworth. Warners dropped 'Young Man, Go West, 'Tor Colorado.'

#### Muto Quits Hays in D. C.

Anthony Muto, for a number of years active Hays office representative in Washington, has resigned. He was reported at first as going with the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators as head of public relations but selection of man for this spot probably will not be made until May or June. Understanding in N. Y. Is that several publicity men in union posts in the east also are after the job.

Seeing they were trapped, three burglars fied to the roof. Edward Manyak, 21, was shot to death as he hung by his finger tips from a coping trying to kick in a window so hould flee to safety through a neighboring house. Anthony Barone, 21, was overpowered and captured in rooftop battle in which he and the cops almost plunged 30 feet to the ground. Third man escaped. Police found the theatre's safe had been immiled and a box of small coins had been taken out. Coins wer ing trying to kick in a window so h nd in the auditorium,

At the Savoia theatre Friday night At the Savoia theatre Friday highly burglars pried open a large safe, only to, find inside of it a 500-pound smaller but stronger box. Unable to open the latter, they wrapped it in evelvet portierre and dragged it out a back door into a waiting car. Manager said it contained about \$150.

Two men entered manager's office

Two men entered manager's office at the Girard theatre last Tuesday afternoon and stuck guns in the faces of two ushers sitting there, Edward Kennedy, 38, and Albert Seidman 18t. Kennedy's Rand trussed the pair to a chair with electric cord cut from the chair with electric cord cut from the cleaner's light. As they were demanding that the ushers give them the combination to the safe, Joseph Reilly, 48, engineer, walked in. He was also tied up.
While the holdup men stood outside the door of the office figuring heat the control of the contro

side the door of the office figuring how to open the strong-box, Seidman worked loose and slammed the door. He then phoned police, who found the intruders gone. There was, about \$20° bank night money in the safe.

Ushers Foll Cleve, Stickup Cleveland, March 29. Theatre stick-ups easing up since wo ushers at the nabe Rialto two ushers at the nabe Rialto downed a pair of gunmen with flying tackles while they were holding up Viola Lampinen in cashier's box-

tackies while they were holding up Viola Lampinen in cashier's box-office.

Job had been neatly cased but for one slip. While partner stood at window to shut off the view, the other trigger-boy told her to open cage's back door and hand over the coin. Girl stepped on burglar alarm as she turned. bringing Robert Flament, Bl. and Edward Loschelder, 22, out of house on the run.

Lookout guy escaped but two ushers who had played football downed his pal on the 40-yard line. Uncertain whether he had a gun, they sat on him so hard until the cops came that the mugg had two ribs cracked. Although \$150 was in till, he got only \$17, which was recovered.

#### THE FIRST

book describing in detail the complete story of the making of modern motion pictures.

## WE MAKE THE MOVIES

Edited by NANCY NAUMBURG

Chapters on production, story, treatment, direction, supervision, set designing, casting, acting, lighting, shooting, seo-ing, recording, cutting, color, etc., by JESSE LASKY - PAUL MUNI - BETTE DAVIS SIDNEY HOWARD - JOHN CROMWELL WALT DISNEY - AND MANY OTHERS 2nd Big Printing - Illustrated \$3.00

W. W. NORTON & CO., 70 Fifth Ave., New York

# oden

ATHEN OF ANY SCREEN MAGAZINE

#### PARAMOUNT TIMES Jeanette MacDONALD Nelson EDDY GIRL of the **GOLDEN WEST**

There's a Retter Show

APITOL MOADY VER THE WALL

WARDEN LEWIS E. LAWES Loew's STATE

"BUCCANEER"

"EVERYBODY SING"

CLAUDETTE COLBERT

Eighth Wife

Lombardo

SEATS 250 TO

"Rebecca of Sun nybrook Farm" with SHIRLEY TEMPLE

IN PERSON

Guy

MUSIC HALL "DIVORCE OF LADY X"

Spectacular Stage Productions

"A STAR IS BORN"

## ROSIE MORAN

New and Unique MOTION PICTURE PERSONALITY

Making Her Screen Debut in Forthcoming Vitaphone Two Reel Musical Comedy "UP IN LIGHTS"
Directed by Roy Mack

Exclusive Management MARTY FORGISS Palace Theater Bulbling New York

Now Teatured on Broadway Single and Dancing Comellenne in "TURFS WALTZES" (Simbert Production)



# SOREHEADS' MISCHIEF ROMP

## New Radio Permits Advance Selection SERIOUS OF PETTY Network Execs Discuss Starting Of Full Day's Schedule of Programs

Chicago, March 29.

Scott radio firm placing on the narket shortly 'telematic' machine market shortly 'telematic' machine which entirely eliminates all physical exertion in tuning in programs throughout the day, and does away with all knobs, dials and switches,

with all knobs, dais and switches.
With the new machines 24 hours
of programs can be selected at one
time by placing a few stops on a
clock which is spaced at 15-minute
intervals, and the programs will be
tuned in automatically. There are
also stops for silent periods during
the 24 hours.

Machine has a key control that can be placed anywhere the house, so that any other adjustment may be made without visiting the radio itself.

However, Scott's machine car fry eggs or wash clothes.

## LEVY MAY BUY **TRANSRADIO** INTEREST

Ike Levy is negotiating for the purchase of stock interest in Transradio Press Service. Deal, which has been carried on with Herbert Moore; Transradio prez, may be closed within the doming week, although the final details are said to be far from worked out.

If the buy goes through it will be the third organization radio in which Levy has an investment. Others are CBS, in which he major stockholder and director and WCAU, Philadelphia, which lke and his brother, Dr. Leon Levy, own between them.

Moore admitted vesterday (Tuesday), that Levy has offered to buy a small block of Transradio stock if it could be obtained. Up to this time, Moore added, it has not been possible to make any stock available to Mr. Levy's group. However, we wish to have it clearly understood that if we can accommodate them we will certainly do for we wish to have it clearly understood that if we can accommodate them we will certainly do for the good of the industry.

But, added Moore, 'Transradio, as such, is not for sale.'

#### BANK OF AMERICA ON 10 DON LEE STATIONS

San Francisco, March 29.
Returning to the with its
House of Melody program, the
Bank of America bankrolling a
new series of weekly half-hour musical shows over a network of 10
Mutual-Don Lee outlets in Californi House of Melody, previously
aired over NBC Blue stations in the
state, with Meredith Willson conducting an all-string orchestra and
John Nesbit as commentator.
Debuted on Mutual Sunday (27),
with Cy Trobbe directing a 27piece orchestra and a male chorus,
and Mel Venter as narrator. Pro-San Francisco, March 29.

with Cy Trobbe directing a 27-plece orchestra and a male chorus, and Mel Venier as narrator. Program originates the studios of KFRC and is aired also by KQW. San-Jose-KPMC, Bakersfield, KHI. Los Angeles: KGB. San Diego KIEM. Euroka: KDON, Monterey, KDB. Santa Barbara: KVOE, Santa Ana. KXO. El Centro.
Original theme, penned by Meredith Wilson and published by Sherman Clay & Co., has been purchased, by Bank of America for use on the new series. Charles R. Stuart agency bundles the account.

#### Burland Upped at WCCO

Minneapolis, March 29.
Carl J. Burland has been named.
Rides pair of stations, Mondays.
Succeeds K. Wallace Husted, who
has gone with WLW, Cincinnati.

I Saturdays only.

#### Hi, Toots

Hollywood, March 29:
Muché swank at formal open-of Columbi new studio April 30. Society debs will do the ushering at two bits a head. Coin goes to Assistance League charities.

#### **Eddie Cantor in Luncheon** Talk to Radio Editors Sees C.A.B. Over-Touted

Eddie Cantor, in a talk to radio editors of various metropolitan and out-of-town daily newspapers' at Cavanaugh's restaurant, New York, last week, rapped the Cooperative Analysis of Broadcasting (Crossley) and urged radio editors to attack it. Said the sample was too small, telephone horites weren't canvassed, and the C. A. B. figures were becoming too influential. Thought C. A. B. might become a Frankenstein to broadcasting.

'Several radio columnists offered to. Let Cantor sound off in their space but he declined. Said the eds should talk initiative the advertising agencies would pay attention to them. Editors weren't so confident of that and apparently felt, that it was a trade matter rather than one for fan columnists to wrestle with. John Esty, of Cantor's new sponsoring agency (Cantor's new sponsoring agency (Cantor) was present at the lunchen, was present at the lunchen at the lunch

nothing.

#### 'LET'S SEE' CONTRACT **BINDS CANTOR-CONN**

Harry Conn's writing contract with Eddie Cantor, which became effec-tive with Monday's (28) initial broadcast for Camel, is for a few

It has the usual options, with the pair mutually agreeable to finding out first how they get along to-gether in matters of gag evaluation and whatnot

#### 'WE, THE WIVES'

Farina Goes Radio Through Benton

Chicago, March 29.
Benton & Bowley Chicago agency
last week got part of the Quaker
Oats account, taking the Farina section into its office. Has readied an
air show for the cereal starting hext
month on WBBM, the local Columbia

month on WBBM, the local Columbia station.

Supetti sized by Les Weinrott, show the station of the state of the state of the same in the store interview with the ferrome shoppers, using the WBBM mobile unit. Will be a three-a-week show, at 645 p.m.

#### Jessel's Co-Op Renewed

Holly good, March 29. Jessel's co-op show o Holly food, March 2s.
George Jessel's co-op show on
Mutual has been renewed by all parlicipating sponsors for 13 weeks.
Program airs on Mutual.
Jessel's four next month will;
clude most of the towns where his
bankrollers are in biz.

#### 'Get Thin' Sponsored

After a long sustaining stretch, Get Thin to Music, calisthenics show fed. Mutual by WGN, Chicago, has bagged sponsors, one at its point of origin and on one MBS outlet, WCAE, Pitsburgh, General Mills is the bankroller, Blackett-Sample-

# **COMPLAINTS PAR**

Present Policy of Granting 'Temporary' Renewals at a Time When F.C.C. Is Up to Eyebrows in Work and Confusion Gives Cranks and Others Golden Opportunity for Nuisance Attacks on Stations

#### SENSITIVE

Washington, March 29. Another purification or usade which already has put more that two dozen broadcasters on the black list, is in progress despite profests that the Federal Communications Commission's mode of procedure threatens to inflict serious injury on proceed the professional framework. innocent licensees

threatens to inflict serious injury on innocent licensees.

Drastic indirect censorship is contemplated, with creation of a separate bureau to scan listener contemplated, with creation of a separate bureau to scan listener contemplated, and conduct informal investigations into conduct of stations about which clinges are made.

Accompanied by mounting chorus of yowls from the industry, the drive has taken the form of refusing to renew the frainchise of virtually every broadcaster who has been mentioned in a protest from outside. Within the past forthight, a total of the contemplation of the process of the contemplation of the process of the contemplation of the process of the contemplation of the contemplation of the process of the contemplation of the con

#### Little Light

No general offensive against any individual type of program special class of advertising any individual type of program special class of advertising is apparent. Complaints are understood to cover horse-race stuff, fat-reducing nostrums and other undesirables. No sign as yet that any single charge has been preferred against the stations put on the temporary basis.

committee, comprising Commissioner T. A., M. Craven, E. O. Sykes and George Henry Payne, is pondering what pracedure to follow in running down clarges that the public interest was disregarded or law violated. Suspicious observers privately claim that some of the stations accused of not tocing the line are the victims of political connivance. Local political feuds also are believed to be responsible for some of the complaints which have caused the FCC to glare at various operators.

be responsible for some of the complaints which have caused the FCC to glare at various operators.

Present practice of the Commish is generally retarded as filed with serious potentialities from the dustry standpoint. Attorneys yelping about delay in explaining the reason why renewals are held up, while the custom of issuing short-term extensions is bitterly assailed since it enables competitors to flaunch whispering campaigns that may divert business and injure the station's public standing.

Little Discretion—

Little Discretion—

Little Discretion analyzing complaints, with result that stations prompaints, with result that stations complaints, with result that stations accused of trivial offenses or unjustry criticized are discommoded in exactly the same way as broadcasters, whose misconduct is serious. Several exampes of such unfair treatment already have come to light—including one transmitter placed on a temporary basis because it.

Charged which is a such control of the con (Continued on page 36)

# Radio Mag as Their 'Mouthpiece'

#### Sponsored Honeymoon

Cook's Tours, for whom Lew White and Malcolm LaPrade do NBC commercial, is hosting White and his bride, Helen Schultz, mannequin, on a West Indies cruise aboard the S. S.

Lafayette, sailing April 7.
Couple getting married
April 3 at the St. Moritz hotel
by Rabbi Stephen S. Wise,

#### Bacher May Return To Hallywood Hotel Show: Ibbett Out in Shakeup

Hollywood, March 29. Return of Bill Bacher to Holly-wood Holel production chief is in negotiation with the arrival from Philadelphia of Ward Wheelock Philadelphia of Ward Wheelock, head of the agency handling the Campbell Soup account. Fred Ibbett, who lett First Nighter, to sit at the production helm of the soupcast, check out May 15 after a 10-month femure. Also reported that Writers Addison Simmons and Willis Cooper will be replaced changes marshalled by Wheelock.

Understood that Bacher is holding out for some official capacity with the Ward Wheelock agency, formerly F. Wallis-Armstong, in addition to supervising production of Hollywood-Hotel.

supervising production of Hollywood-Hotel.

Presently Bacher: framing several shows for fall presentation, including, program bracketing Stokowski and Deanna Durbin. Another is for the Marx Brothers, while Dick Fowell and Joe E. Brown figure in a third.

Wheelock is determined that Hollywood Hotel, hold its own with the top air shows and his first move in that direction was to replace Jerry Cooper with Frank Parker as soloist. Besides Bacher other Fandidates mentioned to succeed Ibett are Brewster Morgan, Columbi producer who handled the Shakespearean series, last summer and then went to Metro for a writing stretch, and Paul Munroe, who directed 'Cang Buster' and the Kate Smith program before coming to the Coast to Jook after Luckies: 'Hollywood Parade,' which folded last week.

Bacher has been 'inactive in radio to the Coast to Rollywood Parade,' which folded last week.

blee has week.

Bacher has been inactive in radio nce he stalked off the Metro lot ter launching the studio's 'Good ews' show.

#### JOHN ROYAL TO EUROPE

Will See Toscanini-Salzburg Continuance Uncertain

John Royal, NBC program chief, John Royal, NBC program chief, leaves lomorrow (Thursday) for a Enropean vacation of at least six wecks. He proposes to visit England and France, and either Italy or Pal-estine, the last depending on Just where Arturo Toscanini at the time.

Two advertisers with current network programs have prepared living during the summer.

The Naxis will cancel work programs have prepared living during the summer.

The Naxis will cancel work programs are first not true, which airs a classified units program over NBC-red Monday evenings, querying stational street work of wax on Nay 16 for 26 weeks dock of stations through cast individual control of the program of the progra

David Rosenblum, former NBC v.p. and treasurer, discussed an idea for a radio publication with a group of major figures in the broadcasting industry at a luncheon yesterday (Tuesday). Among those invited to the gathering were David Sarnoff, Lenox R. Lohr, William S. Paley, and Alfred J. McCosker.

Although Rosenblum has been making a survey of the project for some time, yesterday was the first meeting with persons that he expects to interest in his enterprise. While the project is described as a popular magazine, and not framed

while the project is described, as a popular magazine, and not framed to appeal to the broadcasting business; the impression around the trade is that the networks have for some time wanted mouthpiece to meet attacks from anti sources, and that this publication would fill that need.

## BILL STUHLER'S **LYONS & LYONS OFFER**

William R. Stuhler, radio director, for the Young & Rubicam agency for the past five and a half years, may tie up with Lyons & Lyons as head of its radio talent sales. The project is still strictly, the negotiation stage and even if a contract were worked out with L & L. Stuhler wouldn't break away from the ad agency until he had completed some program plans that he has under way with Y & R clients. Stuhler entered Young & Rubicam as a directorial team with Donald C. Stauffer, with the pair coming from Batten, Barton, Durstine & Osborie where they had worked together on the 'March of Time' show. With Stauffer on the writing and production end and himself specializing.

in general program planning, super-vision and client contacting, Stuhler has been closely associated with the Y & R agency's development as a major factor commercial broad-

#### EL BRENDEL, JR., LINES UP RADIO PROGRAM

Philadlephia, March 29 Philadlephia, March 29.

El Biendel, Jr., son of film and vaude comie, Philly lluing up show for Luder's Cough Drops for next senson. If it jells will include Buddy Roger's music, Mary Picktord for drama, and Brendel, Sr., for comedy.

Roger' hand is now at the Arcadia-International here.

dia-International here

## RADIO IN HOLLYWOOD MORE OF A GUEST BOOKING CONVENIENCE; FEW ON SERIES

Analysis of 1937-38 Breaks Down the Filmites with Guest of Consecutive Programs - Many Just Casual Endorsements

Hellywood now ending its first year of importance in the transcon-tinental radio program origination, has during 1937-38 been drawn upon has during 1937-38 been drawn upon in the main for guest appearance stather than for series. Records of the Vamery Radio Directory (Vol. II now in preparation), corrected at the moment to February, 1938, bear out the fact that the majority of film names have been used once, twice or three times at spaced, intervals during the season. Consecutive weekly appearances on one sponsored program have been made during the year by: Jeanette MacDonald.
Nelson Eddy.
Tyrone Power.
Edward G. Robinson.
Claire Trevor.

Claire Trevor.
\*Rosalind Russell.

Gaiy Coper-Lux
Jackie Coper-Puri
Jackie Coper-Pu

Princes Students, S. P. Scatter, State of the Control Plynn-Lux. Scatter, Glenda Parrell—Chase & Sanborn, Erroll Plynn-Lux. William Frawley-Kraft. & Sanborn, James Glesson—Lux. & Sanborn, James Glesson—Lux. Am Birding—Lux. Am Birding—Lux. Am Birding—Lux. Pelichmann, Leslie Howard—Texaco, Pontiac, Lux. Rochelle, Hudson—Jergens, Leslie, Howard—Texaco, Pontiac, Lux. Rochelle, Hudson—Jergens, Leslie, Livaria—Campbell, Fritz, Letber—Shell.

Joel McCrea—Campbell.

Joel McCrea—Campbell.

Joel McCrea—Campbell.

Alim MacJohan—Sealest.

## Guest Stars Cheapening in N. Y.

As guest star fees in Hollywood go up it looks like a reverse process sets in for the eastern programs out of New York. Present season has seen the one-timers getting lower fees than has been typical in last few years.

Rudy Wallee (Royal Gelatine) program has sliced its budget considerably for the east—although another standard of salaries seemingly applies on the Coast. In the east \$1,500 is reported about ceiling for an appearance, and \$500 is nearer the mean average.

Fred Allen (Sai Hepatica) show pays \$75-\$100 for a singing guest; Al Pearce (Ford) is another low-scale guest-user. Show took a fling at hames, paying Lou Holtz \$1,500 for a shot late in January, but has now done an about-face.

Blackett-Sample-Hummert agency gives a flat \$125 per act for guest talent for its 'Manhattan Merry Go-Round' and 'Hammerstein Music Hall' shows. An octet recently did a sint, which didn't leave much per person when eight divvied up \$125,

Chesterfield program will take on a policy of guests when Grace Moore Joins Andre Kostelanetz orch on CBS with today's (Wed.), show. Upcoming male singers of concert calibre will be used, but the payoff will only be around \$200 an appearance.

Kate Smith show for General Foods keeps purse pinched. One of the few excerpts from Broadway hits this year was used Thursday (24) when Our Town' got a ride. Cost was slightly more than \$1,000, and use of other guests on the show was curtailed to the brief appearance of only Gene Krupa.

\*James Stewart. Robert Taylor. Frank Morgan. Jean Hersholt. Eddie Cantor. Martha Raye. Al Jolson. Bing Crosby. Bob Burns. Charles Butterworth. Charles Butterword Jack Benny. Burns and Allen. Deanna Durbin. Andy Devine. Jack Oakie. Stuart Erwin. 1Phil Baker.

\*Four week series for Int'l Silver, tIn L. A. for pix assignment.

#### Lucky Endorsers

Lucky Endorsers

Many of the radio appearances of Hollywoodites were endorsements of Lucky Strikes. Scattering of film names making casual air appearances includes, among others Mischa Auer, Edward Arnold, Ralabh Bellamy, George Brent, Joe E. Brown, Wallace Beery, Freddie Bartholomew, Cary, Grant, Clark Gable, Edward E. Horton, Myrna Loy, Edna May Oliver, Barbara Stamyek, Margarct Sullavah, Ned Sparks, Lee Tracy, Sophie Tucker and — not least remembered—Mac West.

Distribution of gneet sfar assign.

membered—Mac West.

Distribution of guest star assignments since June, 1937, up to February, 1938, gives a bird's-eye picture of Hollywoods contribution-to-spais-sored radio. Essentially Hollywood, to date, has been yalued as, a reservoir of guesters. Bookings within the year are recapitulated, in, part, as follows:

18. 1010-WS2

Jern Arhur-Lux, Pileschnann,
Llonel, Atwill—Campbell,
Llonel, Atwill—Campbell,
Geno Autry-Fellerhmann,
Lew Ayres-Graupbell,
Comstance Bennett — Chare & Sanborn,
Kraff, American Pisalecca,
Kraff, American Pisalecca,
Sally, Blanz—Campbell,
John Blandell—Chaise & Sanborn,
Esci Blace-Campbell,
Houphines Bustri-act, Campbell,
Liophines Bustri-act, Kraff, Marsyell,
John Blandell, American, Blance (2),
Allea Busty-Chare & Sanborn,
Foliay Here-Charel & Sanborn,
John John Charel Bustri-Campbell,
Lindellen Cavall—Campbell, 71,18,
Mandelien Cavall—Campbell, 71,18,

Akoiphe Menjon-Kraft, Kaz Gestrade Michael-Cambbell, Flobet Mondjonety-Lux, Maxwell, Jean Mulir-Sealtest, Hepper Mundim-Camels, Hepper Mundim-Camels, Lay Pickford-Chae & Sanborn, Zafu Filtz-Chae & Sanborn, Sienner Fowell-Campbell, Maxwell, Claude Ralm. — Sealtest, Fleischmann, Kraft, Besil Rathbone-Campbell, Claude Raymond-American Tobacco, Charles Raggles-Kraft, Gand, Lux, Rosallar Russell, — Intl. Silver, Chae & Sonborn,

önborn. Randolph., rott—Campbell. Ann Sethérn—Chase, & Sunhorn. Jaines Stewart—Kraft. Int'l Silver. Lüx. Glädys Swarthout—RCA. Töby Wing—Kraft. Chatles Winninger. — Jello, Grapenute, Jaywall

Maxwoll.

Fay Wray-Kraft, Fleischmann.
Roland Young-Kraft.
(Note, Sealtest, appearances, were made when players were on studio leave in New York.)

#### Audience Shows

Radio Newsreel (Energine), Good Will Hour (Macfadden), Hobby Lobby (Hudson), Husbands and Wives (Ponds), Interesting Neighbors (Fitch), Jim McWilliams' Bee (G. Washington), Professor Quiz (Craig Earl) (Nash)

Major Bowes (Chrysler). Varsity Show (Pontiac). True or False (Mennen's). varsiy Show (Fontaer's).
True or False (Mennen's).
Vox Pop (Molle).
We, The People (Sanka).
What's My Name?' (Morris).
Sunday Spelling Bees.

Orson Welles, Irene Rich, Dorothy Gish, McKay Morris, Francis X.

Orson-Welles, Irene Rich, Dorothy Gish, McKay Morris, Francis X. Bushman.

There have been some 56 daytime serials on the air. Majority, however, enacted by anonymous or obscure performers. They are thus script' programs rather than 'personality' programs, They have been 12 network kid programs, but all of them adhere to the old format. They have been well described as the same old weed with the nleotine parity extracted to appease parenticachers' pressure.'

New personalities whose enhanced professional lustre is due partly or radio this easen would.

notessional lustre is due partly or ntirely to radio this season would iclude:

Robert Taylor. Frank Morgan, Fannie Brice. Tommy Riggs. Alan Jones. Andy Devine. Andy Devine.
Lucille Manners.
Jack Haley.
Stroud Twins.
Judy Garland.
Bob Hope.
Bert Gordon. Dorothy Lamour. Arlene Harris.

Arlene Harris.

Position of Deanna Durbin as a standout box office value presently is trade-credited to her Universal pictures more than to radio although it was radio and Eddie Cantor that first brought her to attention. Martha Raye's standing cinema rather than radio generated, Numerous cases might be cited of stars or featured performers whose status or tured performers whose status so overlaps films and radio that it is

#### Familiar Music

(Probably the oldest of all radio program patterns still survives on the networks in the following examples.)

American Album (Jean Dickenson-Frank Munn).

Poetic Melodies (Jack Fulton,

Ed McConnell Sweetest Song Ever Sung. Waltz Time (Abe Lyman).

difficult to state which is tops. That goes particularly for the Benny, Cantor, Crosby type of st

#### East Versus West

## Take a Bow Department

Bert Gordon—the Mad Russian' with Eddie Cantor—is regarded as a clicko comedy stooge of the season. Sense of timing commended.

Claire Trever—Stands out as omen of the season. of the strongest dramatic 'leading

Bob Hope—Although off and on for years, his radio work this year no Dick Powell program upped his value notably (after not getting such production help on the Woodbury show).

'One Man's Family'—Now regarded as probably the best script buy in radio. Over many years the California-created show has held up a popularity whose faithful following is frankly fantastic in its loyalty.

Professor Quiz-Craig Earl is the pace-setter of the 'we're asking you'

Walter O'Reefe—Hit strong stride in summer show, getting good rathe. Stepped into the Packard 'Mardi Gras' show. But too late.

Carroll Carroll, Cal Kuhl-Radio writer and producer, who put the breeze in Bing Crosby,

Frances Langford-Has stepped forward as a radio personality.

'Lone Ranger'-Super-successful creation of WXYZ, Detroit.

Al Pearce-Program has improved markedly in quality and in popu-

American Town Meeting of Air—Standout success among the educational programs. Co-promoted by George V. Denny, Jr., and NBC.

NBC-For Toscanini series A gesture that involved risk.

Atlantic Refining—for football commercials so brief and well-mannered that they attracted fan mail:

Ruthrauff & Ryan—for crashing through with several winners and new probably entitled to third ranking in agency showmanship (behind J. Walter Thompson, Young & Rubicam).

Dorothy Thompson-building a following on radio as a news com-

#### Comedy Teams

Evening Burns and Allen, Amos 'n' Andy. Stroud Twins. Easy Aces Lum and Abner.
Abbott and Costello.
Pick and Pat. Shaw and Lee. Tim and Irene

Daytime Jack and Loretta. Martha and Hal. Tom. Dick and Harry.

John Scott Trotter, Peter Van Studen, Carl Hoff, Josef Pasternack, Victor Young, Al Goodman, Horace Heidt, Phil Harris, Of new orches-tral combinations, Kay Kyser, Sam-my Kaye, D'Artega, Marek Weber, Larry Clinton have asserted them-elves. Likewise rated as definitely on the upbeat is Jimmy Dorsey.

#### Comedians

Comedians

Lew Lehr, still largely an unknown factor, was a new comedian in a year that saw the return of Henry Burbig, an old timer, the broadcast tribulations of Lou Holtz, Harry Conn. Oliver Wakefield, Tim and Irene, Eddie Garr, Shaw and Lee, Jack Oakie and Stuart Erwin, Jack Pearl, Ed Wynn and Frank Faywere absent from the kilocycles. Stoopnagie and Budd and Fishface and Figssbottle split their respective partnerships.

#### 'Reputation Injury' Suit Involving Floyd Gibbons Withdrawn by Author

Charles O. Locke, news and radio script writer, has withdrawn his three actions, each for damages of \$250.000, against Colgate-Palmolive-Peet, Benton & Bowles and Floyd Gibbons B & B agency asserted that the actions were dropped, after a year of lifigation, without any payment of money. Suits were brought in the N. V. tion, without any payment of money. Suits were brought in the N. Y. supreme court following a broadcast from Cincinnati in which Locke charged that Gibbons so distorled, the description of an Ohio river food scene that his (Locke's) reputation as a careful-craftsman was injured. Defendants won appeals to dismiss the complaints the ground that they did not state sufficient causes of action, but Locke later won the right to amend these complaints. He did not go through with this concession.

seem to be 'Death Valley Days' and First Nighter.'
It wasn't much of a year for operatic or concert personalities but Lawrence Tibbett, Grace Moore. Liberents of radio's paychecks and build-un

Pons and Richard Crooks got the berefits of radio's paychecks and build-up.

Among the rocking chair brigade were Crosby Gaige, Channing Pollock, Feg Murray, Dr. Karl Reiland, Dale Carnegie, M. H. H. Joachim, Edgar A. Guest, Malcolm LaPrade, John J. Anthony, Kathryn Crawer, Beatrice Fairfax.

Tibber McGee and Molly of Chicago and 'We, the People and 'Wo Pop' of New York are moderate cost programs that have been piloted smartly to continuing radiopopularities. Pick and Pat's ability to find nourishment and success in the Joe Miller archives has become something of a classic to the trade. Scason has, of course, been marked by the emergence of number of new commentator. That icularly, film gossip-dishers. Jimms Filler turned around and found himself, being, shadowed by Sale Stocky, Harriet Parsons, George McCall, George Fischer, Lloyd Paintages, Sheila Grabam (from Chicago). Several of the brotherhood nosedived. Film industry resembnent against the dirt angles and the need for dirt as a basic inget dient accounts for this.

Hugh Johnson and Dorchy Thompson were the chief recruits o scious editorializing over a book of the protherhood soake Carter changed sponser, Bell pitched at a new tore level.

Paul Whiteman to one nite couth for these weeked with March 19 the chief. No New Stars

No New Stars

Continued from page 1)

It is true, of course, that some of the continuing bio accasters have defeoritate in the quality of the page and sudd standing motably during the execution of the continuing bio accasters have defeorited in the quality of the page and sudd standing motably during the execution of the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have defeorited in the quality of the page and the continuing bio accasters have been problem exists—and the continuing bio accasters have been defeored in the quality of the page and the continuing bio accasters have a continuing bio accaster have a continuing bio accasters have a continuing bio accaster have a continuing bio accasters have a continuing bio accaster have a continuing bio accasters have a continuing bio accasts have been good and the continuing bio accasts have been defeored in the quality of the defeorition but the quality of the defeorition but the quality of the page and but the page and bu

## Farm and Home Hour, NBC Classic, Victum of General Mills Contract

NBC's Farm and Home Hom won't be pushed up an hour ahead on the schedule this year when daylight savings goes into effect. Network's sales department apparently overlooked this annual adjustment when the committed itself, for the 2 to 3 p.m. perfod daily to General Mills, with the result that the ruralities in the eastern time zone will get the farmers. The middle west it will be still ann hour earlier, 10:30 a.m. For the farmers the middle west it will be still ann hour earlier, 10:30 a.m. In previous years NBC made allowance for the unchanging clock habits of the farming element by moving the F & H session from 12:301-130 EST to 2:301-330 EDST with the shift to daylight saving. The General Mills deal for the hookup of red (WBAF) and blue (WIZ) statius becomes effective May 30 and involves the 2 to 3 p.m. EDST period every day in the week but Saturday and Sunday.

sustaining must on NBC for over 10 years.

Under the new rate card which becomes effective April 15 all supplementary groups will be available to either the red (WEAF) or blue (WJZ) network customers. The change in policy means that the rule which restricted a blue network customer to the use of supplementary groups affiliated with the blue basic is completely out and the old system of interchanging supplementaries is back again.

NBC clients are now free to take their pick of either of two existing groups in the south central, the southwestern, the Rocky Mountain and Pacific Coast areas. Only difference will be that minimum number of stations purchasable in group will be one or two more than previously prevailed. NBC clients are now the Coast for some time, and this makes it of heiat and a policy. As an innovation each supplementary group is given a number on the rate card, and thereby avoid mistakes and confusion.

Only rate changes contained in

fusion.

Only rate changes contained in the new rate card are as follows: WMMG, Richmond, goes from \$120 might-time hour to \$140; WMPS, Memphis, is reduced from \$160 to \$140, and KGU. Honolulu, drops from \$200 to \$160 an hour. Card also includes newly added affiliates, namely, WALA, Mobile, KTOX, Oklahoma City; KGKO, Fort Worth-Dallas; KPFA, Helena, Mont.; KSEI, Pocatello, Idaho, and KTFI, Twin Falls, Idaho.

#### Now It's Cross-Words

Chicago, March 29.
New quiz type of program, known Cross Word-Puzzles the Airgoes on WBBM-Columbia shortly.
Independently owned by Harrison Cromwell, the new program comines cross-words with the quiz style which is a current air fad. Words used will be described by action and dramatization rather than straight verbal "definition.

Shaped as a 30-minute session, program will be given considerable build-up by Columbia night-time mail pull.

#### Censored 'Definitions'

Jack Mills, head of Mills Mu-Jack Mills, head of Mills Mu-jinc, was informed last week by. CBS that his Definition Song would be barred from the network until he has revised what weir deemed as objection-able lines in the number's lyrics. Columbia censor thought' that the verse, "Love is just an itch that you can't scratch was too vulgar for the sensibilities of its listeners. Another line which drew a perked-eyebrow was 'Dancing is necking with a good excust."

good excuse.

Mills declared that he would have the song's writers. Herman Pincus and Eddy Braudt, change the tabooed lines.

## A.F.M. HUDDLES WITH INDIES ON TERMS

Executive board of the American Federation of Musicians yesterday (Tuesday) entered into discussions (Tuesday) entered into discussions with a delegation on non-network stations regarding the terms of a basic agreement for the employment of musicians by such stations. Call by the broadcaster delegation followed meeting the day before (Monday) of non-affiliates from various, parts of the country in. New York. This convention after spokesmen for transcription and phonograph record manufacturers warned

graph record manufacturers warned graph record manufacturers warned the broadcasters that their disc ser-vices were threatened.

Shortly before he went into ses-sion with the broadcasters delega-tion Joseph N. Weber, AFM prez, said that the Federation could not said that the Federation could not be expected to grant anything other than the same premises as contained in the agreement with the network affiliates stations. The AFM board, he added, was, committed to this policy, but it might be willing to modify certain points as long as they didn't change the basic stipulations. Non-affiliated gathering, with about 60 stations represented, asked the negotiating group to try to Induce the AFM to establish a variety of, basic payroll guarantees for sta-

KTOX. Oklahoma City: KGKO, Fort Worth-Dallas: KPPA, Helenn Mont; KSEI. Pocatello, Idaho, and KTFI. Twin, Falls, Idaho.

Cherniavsky Show to NBC
Back from N.Y. to WCKY
Cincinnati, March 29.
Crosley is going to showcase Josef Citerniavsky. Musical Camera Similar day evening half-hour sustainer. Beginning April 3 the program will be sufficient in the downtown 2200-seat Enter auditorium, rather than in the Boen produced since Peb 20.
The how began feeding to the NBC Blue network March 13. One NBC Blue network March 13. One of its outlets on that hookup is L. B. Milson's local WCKY, for which a cound-trip piping via NYC is made. WLW listeners are invited to malt-equests for free tickets to Chetriys broadcast to the station. First announcement to this effect was made on the Crosley super watter Sunday 1277. at the close, of the Miscal Canera' stanza. Leading holes here will pass outl dueats to transients. If's the only Crosley sitainer to this effect was made on the Crosley super watter Sunday 1277. at the close, of the Miscal Canera' stanza. Leading holes here will pass out dueats to transients. If's the only Crosley sitainer to be switched to a theatre, evidencing the programs static. The control of the Miscal Canera' stanza. Leading holes here will pass out dueats to transients. If's the only Crosley sitainer to be switched to a theatre, evidencing the programs static. The control of the miscal canera' stanza t

#### WGN's English Operas

Chicago, March 29, Henry Weber, musical director of WGN, preparing a series of operas in English in tabloid form. Initial item will be a 45-minute version of. Martha' which will hit the air on May 2.

## Excise Tax on **Sets Should Be Cut, Urges Philco**

Philadelphia, March 29.

Demand that 5%. Federal excise tax on all radio receiving sets be dropped was made here today by Larry E. Gubb, prez of Philco. He said the levy was imposed when radio was still a luxury, but it has now passed that stage and should be treated like other necessities.

The public docsn't generally know, Gubb said, that the tax exists. It was put into effect when radio was a luxury or semi-luxury. But radio has grown so rapidly the situation has changed radically in a short time.

People both in and out of Congress admit that a tax on necessities should be avoided, he continued. Radio today is a universal necessity in American life. There are more radios in use than autos or phones. Gubb working with group of manufacturers, distribs and dealers to have the excise iffed or sliced. If it can't be repealed entirely, the group wants it cut to 2½ or 3%, same as tax on automobiles. Repeal or reduction of the levy would be passed on to consumers, Gubb said, and provide a biz hypo.

#### **CONNIE KEEPS AFTER** FIDLER FOR THAT 250G

Los Angeles, March 29, Los Angeles, March 29.
Amending her complaint to charge slander instead of libet, Constance Bennett is asking \$250,000 of Jimmy Fidler, NBC, and Procter & Gamble (Drene) action file in superior court. First legal skirmish was won by the defendants when court ruled that libel could not be proved basis of the evidence. She was given leave to amend.
Fidler is alleged to have slan-

amend.

Fidler is alleged to have standered the actress on a broadcast in which he referred to an incident at the Roach studio where Miss Bennett snubbed Patsy Kelly.

## WEISSINGER'S TOUGH LUCK

## Committee Accepts 26,700,000 Estimate But Gallup Doesn't; H. S. Hettinger Attends as N.A.B. Representative

New York sales representative received an invitation from a South American radio station to act as its sales agent for American bits. Although owned by newspaper, salesman-couldn't find any record of the station.

station.
Inquiry developed the 'radio station' was a loud speaker in front of the newspaper's building through which news bulletins were announced to street crowds, interspersed with audible commercials.

## KSD AND AFRA SETTLE CASE **AMICABLY**

Tussle between the American Federation of Radio Artists and station KSD, St. Louis, has been settled amicably. Richard Pavey, staff announcer, whose dismissal precipitated the row, has been reinstated. Settlement was reached over the week-end when Henry Jaffee, AFRA altorney, conferred with officials of the Pulitzer Publishing Co., operators of the station, in St. Louis, According to the agreement, Pavey, will return to work May 4; but will be paid in the meantime and reimbursed for the time lost since his discharge.

In reaching the settlement, both sides agreed not to comment, on the case. This was taken as indication each side was anxious to avoid recriminations. AFRA withdrew Its NLRB action against the station without prejudice way to be taken as an admission by the station that it had been in the wrong in dismissing Pavey. Terms of the settlement were contained in a letter from AFRA to the station. It was signed by Jaffe for AFRA and by J. T. Keller for the Pulitzer Co.

## Buddy Clark Wants It Legal

Boston, March 29.
Samuel Goldberg of Dorchester,
Boston, petitioned Suffolk Probate
Court Thursday (24) for permish to
change his moniker to Samuel Buddy
Clark. Known on the radio, stage
and screen as Buddy Clark, since his
Hub debut days. Told the Court he
has been using that name for several
years. WEISSINGER'S TOUGH LUCK
Cincinnati, March 29.
III luck befell Floyd Weissinger,
WCKY salesman, aplenty. First
robbers took \$300 worth of items
from his home.
Following day he suffered the loss
of a finger when separating locked
fenders of his and another auto.

Court Thúrsday (24) for permish to
change his moniker to Samuel Buddy
Clark. Known on the radio, stage
and screen as Buddy Clark, since his
robbers took \$300 worth of items
from his home.

Clark is on CBS show with Ben
Bernie sponsored by U. S. Rubber.

## Latest CBS Maps and Memorandum **Inspire Some Answering NBC Remarks**

NBC's research coterie thinks that Odlumbia is leading with its chin when it claims that the method which CBS has used in measuring

giveaway actually showed argues NBC are the points where persons happened to pick up the signal during that particular week, and the probabilities are that the week selected was among the top listening periods of the year. As a picture of listening overage for that particular week the map would be unassailable. It is also NBC's contention that the sample contained. Columbia's listener map technique is to's small-listener map technique is to's small-

which CBS has used in measuring that particular week, and the which CBS has used in measuring for of the International Broadcast ing. Co. arrived in New York, this week to spend a fortnight o.o.ing broadcasting series in the Continent, and pionecied in introducing coinmetal stations the Continent, and pionecied in introducing coinmetal stations the Continent, and pionecied in introducing coinmetal stations are competed as the propers hold, is filled with a many doubts other listency dover the sample contained. Columbia's boosting it may do. CBS is still as many doubts other listency map technique is too small property of the outhi is the Radio Normandy.

Woellcott's RCA Date

Woollcott's RCA Date

Alexander Woollcott has been booked for guest shot he RCA Magic Key program been booked for guest shot he RCA Magic Key program NBC blue April 10.

Getting about as peak figure as the program pays a guest strong the perfect was a memorandum which Columbia's states that the maps show the coverage and pealers.

NBC admits that Columbia's memorandum which CBS exercised creatraint in the matrin in the

Technical committee of the Joint Comittee on Radio Research has estimated that there were 28,700,000 radio homes in this country of Jan. 1, 1938. Figure was adopted by a vote of 7 to 1, with Dr. George Gallup, research director (or Young & Rubicam, the lone no-man. Gallup argued that the estimate was much too high and he, watned his seven cell tagurs the committee against ething themselves out on a limb retting which passed on the radio homes estimate found Gallup stoutly redusing to give ground on his contention that the committee had acreed that there were 22,640,000 familian this country and that 82% of these had radio receivers. In a survey which Gallup conducted through his own Institute of Public Opinion in this country and that 82% of these had radio receivers. In a survey which Gallup conducted through his own Institute of Public Opinion in this country and that 82% of these had radio receivers. In a survey which Gallup had at a previous mittee magazine in prior compilation put the distribution at 88%. Gallup, had as a previous mittee meeting refused to accept urban set ownership figures submitted by CBS. These statistics had been gathered by the Daniel Starch organization on assignment from the network. Gallup held that the estimate had gone away overboard on determining the set ownership among the negro population of the south. To appease Gallup as ample test was made among this population, with the technical committee supervising. Another thing flush asnit met with Gallup ituli acceptance is the family base adopted by the committee.

Significant angle about the two datest meeting of the projects technical committee of the National Association of Broadeasters, indicating that the trade organization on new regi

that the trade organization's new re-time proposes to take an active part in the Joint Committee's operations.

#### Fitzpatrick's Nameless Sift Of Spielers New Variation Of Ancient Tap Dance Test

Detroit March 29 Detroit, Marcin 29.

Since there are about 100 applicants for an announcer opening, station exces at WJR will choose most likely candidates and each will be given chance to impress addence during a special program. Candidates may write their own announcement or have it written for them by station's scripters, and all, will be known only by a number or iclier, to avoid possibility of packing the jury.

in avoid possibility of packing the jury.

The fans out there are the who have to suffer or be pleased with the voice, asserted Manager Lee Pitapatrick who decided in the method to solve a problem among station officials. I'm willing to take a chance on the listener, judgment. (Way back when madeville, buck-dancer's contests were sometimes held with the judges scatted inder the stage and judging bered contestants on ear alone a part personality trioks did not obscure the taps.)

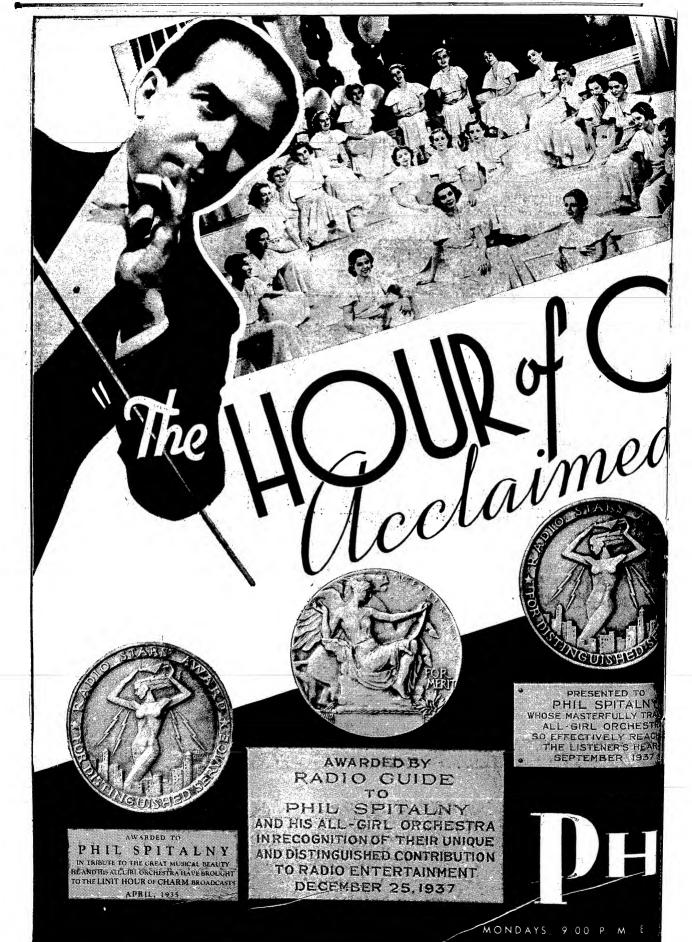
#### LONDON, HOLLYWOOD OFFICES FOR B-S-H?

Chicago, Marc' 29, Blackett-Sample-Humniert agency ny establish Hollywood office

Blackett-Simple-Humnert agency may establish. Hollywood office shortly. Also under consideration is London office. Mill Blackett and Norby, Howkes, chief of radio here for B-S-II, due back early next month from Eur.

#### Add: Wonderful Age

And: Wondersus age
Philadelphia, March. 29,
Guys with electric shaces.
have music while they zip.
Phileo announc this week perfection of a line filter to at out trarifice tasted on, receivers by
use of the shaving gadgets.





AWARDED TO
PHIL SPITALNY
AND HIS
"HOUR OF CHARM"
FOR
THEIR NOTABLE CONTRIBUTION TO
THE ADVANCEMENT OF WOMEN'S ARTS
MARCH, 1938

The Med Radios
Weekly heard of Mend
wisherby beloved who

While Agrit wing.

To The business that a September the first of

The Saint September the Septembe

PRESENTED BY THE
X.Y.PARAMOUNT THEATRE
TO
PHIL SPITALNY
AND HIS WORLD FAMOUS
ALL-GIRL ORCHESTRA
IN APPRECIATION OF THE
FINEST MUSICAL AGGREGATION
1915 EVER PLAISO THIS THEATR
RUS RECORD BREAKING MERIO
AUGUST 1937

Conducted by

IL SPITALNY

T. WEAF COAST-TO-COAST

PERMANENT ADDRESS: PARK CENTRAL HOTEL, NEW YORK

### Follow-Up Comment:

Snow White and the Seven Dwarfs is not only getting a territic gathon in the playing of the musical score over the air these nights—and days—but the influence of the screen days night (22)—wsa a case in point. Al Pearce program was peppered throughout with a Snow White high the Bert Lytelf incloders with the Sich was a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the story as a Snow White high the screen days and the screen days and

By Popular Demand (9:30 p. m. Sat-WABC). sponsored by Modern Age Books in a 15-min. stint the value of which as a sciler of books must be questionable. Excerpts dramalized are from modern fiction and how many of that type of read-gram can reach at 9:30 of a Saturday night is why it's questionable. Monday slot would probably bring more response. When first presented early this year show presented excerpts from three books. That has since been lowered, first to two and then to one, and for the better. Hook used for this broadcast was an expose of this broadcast was an expose for this broadcast for the broadcast was an expose of the broadcast was an expos

Neille Reveil guested on the Consolidated Edison 'New York on Parade' program Monday (7:30 p. m. WBAF), being interviewed by Lowell Thomas, who took over for the iling John B. Kennedy.

Short shot of five mins duration had Miss Reveil reflecting New York through the eyes of a woman porter. After answering questions concerning the length of her newspaper work in New York she swenton to point, out interesting sections or ritty nile eyes. From the similar to the point of the property of the p

Kate Smith ha. a good, fast show for General Foods over CBS Thursday 124). The variety was nice and the ayout had punch. For air hour had been so that the variety was nice and the ayout had punch. For air hour had been so that the ayout had punch. For air hour had been so that the ayout had punch. For air hour had had been ha

looked or some proper flavor for the sort or proper flavor for the sort or proper flavor for the sort or proper flavor for the sort of the

cialties—Honeysickle Rose' and 'I-Got thythm.' Proved he had the Got thythm.' Proved he had the Bud Abott and Lou Costello are shuilding sleadily. Their fast visages and the standard sleadily. Their fast visages are shuilding sleadily. Their fast visages with the shuilding sleadily and the shuilding sleadily another attempt. Pair went into the trunk and exhumed a hit that they must have done in show biz over ten years ago. Routine was the fast what's on second, I don't know's on their they actually at it over. The shuilding sleadily and the shuilding shuil

Jack Benny and Fred Allen were the same program and the same platform Sunday night. But it would be an exageration to they got together. Not only didn't they jeft for dear old Jello in the style and manner expected and—in former boxing didn't suggest much pre-liminary training. Fairly or unfairly the suspicion will not be pooling didn't suggest much pre-liminary training. Fairly or unfairly the suspicion will not be pooling the was beat show. It could scarcely be that all the suspicion will not be pooling the radio world was destructive of

Metro-Maxwell Bouse show last Thrisday night. (24) over WEAF of entertainment. (24) over WEAF of entertainment. Although the show still seeps overcrowded with names and material, the production contrives to keep the action spinning. It's bit of hodge-podge, but the Bertion & Bowles-Metro strategists now doing well in giving it a definite form and character.

Headline item on the stanza war did the stanza war

BRITISH "SNOW WHITE" With John! Watt, Wynne Ajello, Steam Scott, Denier Warren, Mary O'Farrell, Styx Gibling

60 Mins.
BBC, London London, March

John Watts rado transcription of Disney's Snow White and the Seven Dwarls was a neat, job and a high standard ontertainment effort. Since promotion to BBC Director of Variety, Watt has stayed clear of variety, watt for the Disney show irresstible. He had experience of clear for the most popular (Silly Symphonies, and Mickeys, but found new problems in the full-length picture.

Keeping closely to Disney's script, the picture of the mike could not render, hymnodicommentary by Watt himself linking the mike could not render, hymnodicommentary by Watt himself linking the mike could not render, hymnodicommentary by Watt himself linking the mike could not render, hymnodicommentary by watth himself linking to permit listeners who have not seen the picture from fully appreciating the developments of the story, in certain respects, broadeast version felf down in comparison with the picture, the misic alone with adogs, and effects, which is misic alone with adogs, and effects, which is misic in the picture. The misic alone with adogs and effects wing insufficient with the picture, the misic alone with adogs only effects with misic alone with adogs only effects with misic alone with adogs only effects with misic alone with adogs only effects, with the picture of the beautiful displayed being lost in a jumble of sound, and the picture with the picture of the beautiful displayed being lost in a jumble of sound, and the square contained in sense, of climax.

On the credit side, heavily outwething isolated points of criticism was the time playing of the BBC render, and the promotion and additional commentary were all by John Watt, and of the Bwards of the Bwards with the picture of the Bwards with the picture of the Bwards with the picture of the Bwards with t

overtime play, he was commenting on something else, the roar of the crowd being the first intimation an auditor had of what had happened. Payoft came rear the end, when after talking abstractedly for minutes on end he said, in other words we don't camountage on WMCA, we tell you exactly what's happening.

JACOB TARSHISH 'The Lamplighter' 15 Mins, GROSSMAN SHORS

15. Mins. GROSSMAN SHORS Sunday, 2° p.m. Work, New York. Smoother, better dished out, the stuff of Jacob Turshish is markedly improved over a couple of years ago, than his radio logs, flip, spick is an oblight of the stuff of Jacob Turshish is markedly improved over a couple of years ago, than his most couple of the stuff of the

CANDID LADY

With Anne Stone, Frederick Shields,
Cliff Aroutele, Wally Maher
Dramatic, Serial

J5 Mins.

FEFSODENT
Daily, 313 p.m.

KFR, Los Angels

Phisoodic adventures of a femme
news ribotog from the pen and underthe direction of Ted Sherdeman
should prove okay fare for those
who like their serials in early afternoon. Program makes no prefenses
who like their serials in early afternoon. Program makes no prefenses
of being anything other than a modest quarter hour show for those who
mitted being success of their day
their company of the series of their
phisoder caught was mostly contimitty with three characters involved.
Yang leads off with a dame, fed up
on commercial art, hitting up the
sheet, for a lob where emuli gives
away to thrills and chases. By furfultous circumstance sile snaps up
fultous circumstance solution in
fultous circumstance
fultous circumstance
fultous circumstance
fultous circumstance
ful

a job it goes cross country in the fall. Chances are good. Helim.

CATHOLIC CHARITIES
With Alfred E. Smith, George M. Cohan, Meeton Dewiey, Heliace Shaw, Bernard Herrmann's Orch. 28 Mins.
Sanday, 7 pm.
Sanday, 7 pm.
Sanday, 7 pm.
Sanday, 7 pm.
CBS tuffed the current Catholic Charities' drive of the archdioese of New York a half hour Sunday (27) afternoon. It turned out to be an informal affair, and much saner than most appeals for donations. All Smith was on hand to handle the next-to-close spot and get in the plug, which he did in a manner than most appeals for donations. All smith was on hand to handle the next-to-close spot and get in the plug, which he did in a manner than most appeals for full than most of his recommended to the following than also sang one of his older ones. Life's a Very Funny Proposition After All. He half taked it hampered by either a once-over of laryngitis or a cold. Morion Downey was in Saying the Pichistopher Robin Is Saying the Pichistopher Robin Is Saying the Pichistopher Robin Is Saying the Hellace Shaw, promising warbler whom CBS is giving a building did Still as the Night. Bernard Herrmann was in front of a Columbia house orch for the windup, Waltz of the Flowers.

Gary Cooper was builed to appear but didn't show. Wire of regret was read from the limit actor. Bert.

"read from the film actor. Bert.

OPEN HOUSE:
With Hyman Charninshy's orchestra

Mins.
Statistics
Statistics
Statistics
Statistics
Statistics
Statistics
ARLID Dolliss
This musical variety program
sounds great deal the Major Bowes
Amateur Hour without a Major
Bowes and without a gone, both of
which it needs.
Program capitalizes on its Saturday afternoon spot immediately next
door to the CBS Swing Club, heard
over the same station, and attempts
to satisfy the gutbucket gang who
are tuning in.
Show's particular asset is that it
travels right on along at a rapid
tip. Music of band and singers is
not very good, but there's a lot of it.

Cull
JOE CUNNINGHAM

Cull,

JOE CUNNINGHAM

Humorous, comment

15 Mins.—Local

Sustaining
Sunday, 12:45 p. m.

KHJ, Los Augeles

A sprightly quarter hour of salirical comment on current events punctuated by shafts of wit and wisdom
in the approved Cunningham manner. To give the setting a fourth extate lang the of kidder sidles up to
a stool for a brace of java and what
yoes, with it to pass the time of day
with the short order cook and kick
the going around on what takes place
in this screwy world.

Wriles his own copy and very
moch olday on delivery. Sort of a
moch olday on delivery. Helin.

IRVING CAESAR

Songs, Talk
ROYAL GELATINE
Thursday, 8 p.m.
WEAL-1, Willer Thompson)

Libretits Irving Caesan; who is cently concected idea of sately-line sours for children, guested on list week's (24) Vallee show to tell about it and demonstrate, As radio-entertainment it had fair nevelty valve, but not much else. And although the idea of saying youngsters Iron arcidental death and injury is a fine to the sately of the sately and the sately and the sately and the sately song idea.

After a brief introductory, spiel and, run-through of the sately-song idea. He was, he said, how he, happened to conceive the sately-song idea. He was, he said how he, happened to conceive the sately-song idea. He was, he said how he, happened to conceive the sately-song idea. He was, he said some EW as the streets were former from a party last New Years and honking autos. It is the same and honking autos. It is the same and honking autos it is the same and honking autos it is said to save the answer.

According to Caesar, he is justice serious about it—writing the times has been a labor of love. And he explains, he is proud that the sain are the first pops ever accepted by sare the first pops ever accepted by sare the first pops ever accepted by sare the first pops ever accepted by the same of the other tunes. Water That's Hot. Water That's Hot. Water That's Cold, figured to warn moppets to be cateful not to scald themselves by turning on the wrong fauctet.

After awhile, the idea runs awfully thin as radio entertainment.

GEORGE GRIFFIN

GEORGE GRIFFIN
With Dorothy Breslin, Verlye Mills,
Charles Paul, Harry Breur, Ford
Bond
Missicale
HARVEY WHIPPLE
Tuesday, 7:45 p. m.
W42-MBC, New York
Massachusetts manufacturer of oil
heating for homes latunches the
quarter hour to stimblate homeowners' purchase of apparatus during the off-season. A 'no cash down
until October' proviso in the salesappeal is strongly stressed the
copy.
Without disparagement this program may be characterized as a typic
cal summer quarter-hour. Composed
of standard musical items, content
with moderate entertainment quality
and corresponding audiences.
Membership is off the usual treadmembership is off the usual treadmembership is off the usual treadtwo since familiar. Supporting the
two since familiar.
George Griffin and Miss Breslin hasdeeped Griffin and Miss Breslin hasde themselves and their pipes nicely.

MAXINE SULLIVAN

MAXINE SULLIVAN
With John Kirby's Orch.
ROYAL (GELATINE)
Thursday, 8 p.m.
WEAR-NEC, New York
Mear Nebe, New York
Mear Stell (1) Willier Thompson)
Megro singer: rate of the young season of young season of yo

BASEBALL EXTRA'
With Harry Heilmann, John Stefe
Transcriptions
15 Mins; Local
PFIEFFER'S BERR
M-W-F; 6:36 p.m.
WXYZ, Defroit
Series of recordings waxed at Detroit Tigers' training camp in Luketroit Tigers' training camp in Luke
troit Tigers' training

Handling is, deft. and 15-minuter gets, along,
Dises are waxed on, station's minute minute for minute of the following might, John Stagle, besides spicing blurbs, culture recording to outline what's conting nexts.

EDDIE CANTOR— With Deanna Durbin, Gladys Swarth-out, Edgar Fairchild, Bert Gordon, Walter Woolf King.

with Deanna Durbin, Gladys Swarthout, Edgar Fairchild, Bert Gordon,
Walter. Woolf King.
30 Mins.
CAMELS
Monday, 7:30 p. m.
WABC-CBS, New York
Rather first for Camel was gooty
cantor indused his personality, per
ound magnetism throughout; he had
some strong moments, notably with
Bert Gordon, his 'mad Russian,' and
the show moved with zip. None-theless; many of the 30 minutes were
not boll-ringing minutes. A novelty
appearance was that of a Negress
sweeps winner. Rather amusing.
The control of the new Cantor', as an excuse for the sponsor
the old Cantor' and the new Cantor', as an excuse for the sponsor
the old Cantor' and the new Cantor', as an excuse for the sponsor
the old Cantor' and the new Cantor', as an excuse for the old
Cantor. This routine produced a few
giggles, but only a few. Light persinger and the comedian jointly
tackled 'Darktown Strutters Ball
to the company of the same
to be musical. Deanna Durbin was
introduced straight and sang 'Loch
Llomond' that way.
A minority, too, would object to
the extra show the studio audience
got that the loudspeaker failed to
that way.
What his new orchestra leader, Edgar Fairchild, there was some bantag
of the kind now standard between
comedians and time-beaters. To all
streams a Fairchild brighty whimpers
ditto.' If this catchphrase clicks, the
future of the art of conversation in
America will be irreparably lost.
Wallet Woolf King, the actor, had
little scope on the opener, being just
us for the spiel. Excellent diction of
course. He sings, too, in case its
been forgotten. Justs one of the ass
sets that Cantor will probably dewelop.
Sunday night-Jack-Benny and Fred
Allen finessed through a weak suit.

sets that tanto when yellop, Sunday night Jack Benny and Fred Allen finessed through a weak suit and the set of the set o

tricks.

Which goes to prove, if things are ever proven in radio, that being funny is getting to be pretty serious. Harry W. Conn is his new author.

NBC CHICAGO JAMBOREE With Jackie Heller, Sylvia Clark, Lynn Chalmers, Finky Lee, Ranch Boys, Bill Thompson, Bennett and Wolvertion, Don. McNeill, Harry Kogen's orchestra 80 Mins.

Woiverton, Don McNeill, Harry Kogen's orchestra 60 Mins.
Sustaining
Thesday, 9 p.m. CST
WENR-NBC, Chicae
WENR-NBC, Chicae
Way this thing sounds over the loud-speaker there is every reason to be-lieve that it will be sustaining to the day it fades.
Squanders pretty good talent. What seems to be basically wrong with the program the evident impression of the producers that the session must be funny at all times reason must be funny at all times and pretty generally sad jamboree.
When Heller sings ills okay. Sylvia Clark is a performer who can be depended on always for solid monologing. On the program caucht Lynn Chichmers clicked with a display of a fine pair of pop pipes. She has a swing in her voice that register of the state of the stat

30-minute session of music, rathe than hide it away in a morass of un happy skits.

Gold.

CLEM McCARTHY 'Sports Reel' 15 Mins. KRUEGER'S BEER

KEULGERPS BEER
FILSAL-Mon. 7 in m
WIZ-MBC. New York
(Young & Ribbeam)
McCarthy knows his sports track
thoroughly but unfortunately he
seems to have nothing verbally but
a gallop. He pitches into a routine
bit of information about the new left
fielder for the Whoozises in precisely
the same excited, criso, clipped
by the same excited, criso, clipped
by the same uses to recort that Slugger
McGoop is having his nose lifted. Its,
style of renorting well suited to
play-by-play but not at all a restur
play-by-play but not at all a restur
Recompaniment to a bottle of bed.
For should be sipped, may guede.
For should be sipped, may guede
for the wind the sipped in the nicest
blaces.
McCarthy will never be accused

Otherwise their ope in the places, and it's not done in the places.

McCarthy will never be accused (a) of not knowing what he's talking about or (b) not taking his saprishing about or (b) not his shorts and the same seriously, but he may be charged with (a) chewling up the second and (b) using a megaphone. Lond.

RUDY VALLEE HOUR With Tommy Riggs, Irving Caesar, William Harrigan, Jimmy McCai-lion, Stoopmagle, Maxine Sullivan, John Kirby Orch, Graham Me-Namee, 60 Mins. ROYAL GELATINE

ROYAL GELATINE
THURSDAY, 8, pm.
WEAF-NBC, New York

A. G. Walter Thompson)

New York. Change didn't seem to bring the program back to its former high standard—as regards first stanza on the home grounds. Was merely pretty good other farewhich was nothing like the high-power entertainment for which Valler of the programmers to become acclimated, to get the machinery oiled and the production gears spinning. But the Vallee style of show seems much better suited to eastern origination. Its patterned after the vaudeville of the standard of the country of the country

EDDIE DUNN With Wilbur Ard orchestra 15 Mins,—Local

EDDIE DUNN
With Wilbur Ard orchestra

15 Mins.—Local
WFAA, Dailas
This new one for the kids bowed
last week and looks promising A
some of the kids bowed and the last week and looks promising A
week and look promision of
WFAA a pullar morning surtainer,
the Early Birds, the Weatherbirds
will appeal to large North Texas
audience chiefly because of Eddie
Dunn's already established popularity with youngsters.
In addition to emceeing the show,
Dunn portrays several comic characters, with the assistance of balonist
Wilbur Ard as stooge. Show en
hanced by the weekly cold talent, one
hanced by the weekly cold talent, one
hanced by the weekly cold talent, one
had one-girl each broadcast, one
from Dallas and one from Ft. Worth
Music for the program, as serged
by Maestro Ard and men, is in tone
with the rest of the youthful entertainment, zippy.

WILBUE MORRISON

WILBUR MORRISON
Newscasts
15 Mins:—Local
SOCONY-VACUUM OIL CO.

is Mins—Lécal
SOCONY-VACUUM OIL CO.
Dally, 6 p. m.
WOKO, Albany

(J. Sterling Getchell)

One of the five-minute UP News
Reports periods, first increased to 10,
and with Boake Carter nudging it
off of the 6:30 spot, hiked to a quarter hour. Morrison, formerly, of
WMFE, Plattsburg, Bandles the
well as New other some commentsponsor. He need the some comment
think oracity—as on the former 10minuter. Occasionally has a guest
to be interviewed. Grenfell, Rand,
takes a portion of the ble k; once or
twice weekly for UP sports chatter.
A serviceable and, therefore, a salstactory program, dilthuguh it, beats
strated by program of the service weekly for UP is ports chatter.

A serviceable and, therefore, a salstactory program, dilthuguh it, beats
strated by program of the service of the serv

RADIO REVIEWS

WHAT'S MY NAME?

With Budd-Hulick, Ariline Francis, Ray Block, Orchestra, Charles Bod Mins.

Audience Game 30 Mins.

PHILIP MORNIS Friday, 8 p.m.

WOR-WLW-WGN

Okay addition to the list of pollod inversions now tricked up for broad inversions now tricked up for broad inversions now tricked up for broad inversions possens the property of the company of the company

WEAF-NBC, New York

(Benton & Bowles)

Instead of being a dramitization, this shot on the Maxwell Coffee show was primarily, a commercial trailer, for the fortherming. Melvapic, one of a series. After his introduction, Lewis Stone immediately launched into a harangue about how marvelous the film is, including a quoted testimonial from Charles Skouras, of the West Coast theatre-chain. Actor and Mickey Rooney then tossed off a tiny prece from the story.

chain. Actor and Mickey Rooney then tossed off a tiny peece from the story.

It was merely a couple of minutes conversation between a boy and his father in their Washington hotel room. Seems the pair were visiting in the capital and the lad was smitten by the French ambussador's daughter. To escort her to a dance he put the bee on his dad for 570 for daughter. To escort her kid would head his class in school for the next two months back hohe in Oshkosti or somewhere.

Piece was too short and too isolated to establish chracter or any real background. Only sheed of conviction was in the youngster's asking his father fifth was natura for kid to want to kiss all the pretty girls. See the convention of the property of the propert

BISQUCK
Daily, 148 p. m.
WABO-CBS, New York
(Blackett-Sample-Hummert)
Latest entry in the General Mills'
hour each afternoon over CBS is out
from the same mould as are the other
run-of-mine five-a-weekers. About
the only difference noted on the
episode caupit (29) was that the
three central characters did more
scekling than crying. But the undered
dators under a load of worries and
dators under a load of worries and
dators under a load of worries and
distresses, but shell be a 'valiant
lady' and she'll come through. That's
a certainty: what is not certain is
how long it'll take her.
Lass has a bed-tidden-pa and no
ma. She's a cheerful thing, and
properly shy, too. Young doctor is
doin a heap of healin' for pa, and
would like to do'a heap of romancin'
on'the side. Quirk is whether the
lass will let him. Before the first
13 weeks are up, it's obvious she'll
ich him. He, incidentally, is a much
berript shows tusually youchsafe.
That's a large limb of support to the
show-probably its best point.
Acting is good. Miss Blane featured, knows how to troupe and has
an air-attractive pair of pipes. Supporting players are right on her
heels.

Almost all the plugs are thrust

competitor's are poisoners. Lind.

QUIN RYAN
Sports Interviews
8 Mins.

PHILLIES CIGARS
Monday to Friday; \$1.52 p.m.

(McKee, Albright & Jrey)
This-Sports Celebrities Parade is attached each week night to Quin Ryan regular, reading of the news Ryans regular reading of the news the period that has been Ryan's for many years.

Ryan hinself has a following and a name built up through many years of airing over this station. His manner of interviewing is bright and to the point, bringing out pertiuent facts and anecdotes about the period of sports, from baseball to hockey, and badminton to boxing. And they rate as: immediate celebrities on their years before the principles of the point, bringing out pertiuent facts and anecdotes about the period of sports, from baseball to hockey, and badminton to boxing. And they wrate as: immediate celebrities on their years before they learn just how yate as: immediate celebrities on their years before they learn just how yate as immediate celebrities on their years are principle.

## PRISON PRÓGRAMS

INSIDE THE WALLS'
With Gov. James V. Allred, O. J. S.
Ellingson, Harold Hough
Prison Talent
Sustaining,
Wednesday, 10:30 p. m.
WBAP, Fort Worth.
Show originates the library of
Huntsville stale prison. Initialer (23)
aired talks by Gov. Allred and Gen
eral Managor Ellingson on the Texas of the institution. Original, iden walls

WBAF, Fort Worth

Show originates the ilbrary of
Huntsville state prison. Initialer (23)
aired talks by Gov. Allred and Genderal Manager Ellingson on the Texas
prison setup and plans for rehabilitation of immales. Harold Hough
tendered greatings from WBAP.
Prison orchestra furnished music
that was surprisingly okay. Group
alred Mammo, That Moon's Here
Again and You're a Sweetheart
straight and then went into a jam's
session on 'Christopher Columbus—
Somsters, very creditably rendered,
Songsters, very creditably rendered,

BORIS KARLOFF Lights Out with Templeton Fox, Mercedes McCambridge, Arthur, Peterson, Raymond Johnson, Bob Guilbert

Mystery Stories 30 Mins. Sustaining

Mystery Stories
30 Mins.
Sustaining
Sustaining
Sustaining
Sustaining
Sustaining
Sustaining
WMAQ-NBC: Chieage
Midwest division of NEC brought
in Karloff to inaugurave the founth
numbersary for this midnight mystery, show, with Karloff schedded
for a stay of, seweral weeks on
Wednesday might children the eviStrangely enough, despite the evisent draw of program, BBC, has not
with advertisers shying from the
outprober of program that appeals to
people who will listen to a horror
yarn or who will stay up-antil unidnight for a spine-tingler.
Initial Karloff seript was a solidpiece of writing, displaying a novelty
approach in projecting the story in
the first person, with only occathe first person with the first of
the first person with the first person with
the f

JUST ENTERTAINMENT With Jack Fulton, Andrews Sisters, Louise Fitch, Richard Post Songs 15 Mins.

WRIGLEY'S GUM

15 Mins.

WRIGLEY'S GUM

Daily, 10 p. m.

WBBM-CBS, Chicage

((Neisser-Meyerhof))

Title of the show is self-explonatory. It's a show without pretense
or Inntage. Jack Fulton is all right, the Andrews Sisters are all right, the Andrews trio, of course, sings every song exactly alike as if a fraid the self-explored course, sings every song exactly alike as if a fraid with new from the pace they clicked they could be a fairly in the show is that it's just all right. The show is that it's just all right, with the show is that it's just all right in the parameter of the parameter of the pace they could be a fairly in the pace they could be a fairly in the pace they can be a fairly in the pace they ca

Washer Pudding Preedley, Jr., Nat. Benchley Benesel, Jr., Nat. Benchley Benesel, Benchley Ben

vaird) musical comedy. Wednessing vaired. (23) over local ether. Out of 15 musical numbers from 'Hail' seven were aired.

Froducers push 'Night' Song' as their best bet. It's fair. 'Look Before the best bett. 'It's fair. 'Look Before the best bett. 'It's fair. 'Look Before the best better than the best better than most of the last and 'Rakov's. 'Rainbow in the Sky' and 'My Chance to Dream' rate fair, with the latter licked by a corny lyric. 'Dancing While Romancing' (tile unannounced) used as opening and closing theme had been best better than most of the tunes.

Benchley and Welles, writers for the 1937 and '38 Pudding shows, had Iwo innings. First was a satire on musical comedy book writing, and has possibilities as a vaude skill Long-writerd, incomprisous, sapersol forced as horriboy and grid is first draft of a scene. After the gay writers work on it the res. It is just two lines: Where's Ken?' I Don't Know. 'This was better of the two seenes and it had much of the Bob Benchley flavyr. Other skil is strained, Jangy moderized version. 'Tony Russell and Dyn Sherman vocaled 'Dream' and 'Night 'Song,' respectively. They are pro-vecalist; Unit of the book of the low par.

GORDIE:RANDALL'S ORCHESTRA Wills 'Veck Colsward out out the service of the will be will be served.

## Shortwave with Its Propaganda Delicacies Passed to Mason; NBC Cancels 'Happy' Germans

NBC has taken steps to place its International (short-wave) Division on a new plane. Frank E. Mason, xp. and, assistant to prez Lenox R. Lohr. has moved in as active chief of the department.

Lour. has moved in as active chief of the department.
For a month NBC has maintained a rigid-liped 'no comment' attitude while accusations were hurled from many quarters that there were employees in the department who took noive than nodding interest in political aspirations of foreign governments—mainly fassist. It was a sacred that the short-wave news broadcasts sent abroad by NBC with daily regularity were the vehicles for presenting a certain view.
Non-Sectarian. Anti-Nazi League went disectly to David Sarnoff and announced it believed Ernst Kotz, Gernian short-wave mikeman at NBC, was a pro-Nazi. Sarnoff promised an investigation and report to the League, which has not as yet been forthcoming.
Other rumors grew rife at time percy Winner was dismissed as chief the short-wave department. Win-

Other rumors grew rife at time Percy Winner was dismissed as chief the short-wave department. Winner, however, has consistently refused to be quoted. Rumored that he interviewed officials of the U.S. State Department, in Washington. Mason, during the World War was a captain in the U.S. military telligence unit. He had further dealwith foreign countries and their propagandizing methods when he was with International News Service.

New John International News Service.

NEC last week failed to pick up and carry over its blue web, a program it had announced it would take from Radio Rundfunk, government broadcasting outfit in Germany. Program was to have presented singing and conced, by a group of. Bavarians. Understood that propaganda was feared. Thought was that the word pictures from abroad would, probably paint happy people in their rice and joyous life and pursuit of pleasure.

## JOHN L. LEWIS **DISAPPOINTS**

Speaking No. 4 in B.B.C. America Speaks' series, in which representative leaders of the U. S. community are addressing U.K. listeners through a special hook-up, John L. Lewis completely failed to make the grade. Britain has keenly followed labor developments in the U. S., and expected, revealing comments on situation from the CIO boss. Speaker, however, gave not the least evidence of his reputed personality, and gave a prosy address in which he revealed; a love of sonorous words and phrases for their own sake, without making, any concrete contribution to the series at large. Speaking No. 4 in B.B.C. 'America

#### **NBC Sued for Libel**

National Broadcasting Co., Inc., aneral Foods Corp., and Benton & Bowles, Inc., agents, are defendants in a \$100,000 libel suit brought in the N. X. supreme court by Ernest A. Arnold and Walfer W. Frese, of the Wall street securities firm of Arnold & Frese. Suit was revealed yesterday. Tuesday) when Justice Petur Hammer, denied ,B.&B.'s request to dismiss.

Peter Hammer denied B&B:s re-quest to dismiss.
Plaintiffs claim their rep was dimaged last November in broad-cast of skit titled, Love in Rush; over NBC network. Alleged that name similar to that, of plaintiff firm was represented to be gyp art-

#### Madge Archer With Agency Montreal, March 29.

Made Archer has been appointed press agent for J. Walter Thompson radio programs in Montreal. Is wife of Thomas Archer, diamamistic and radio critic of the Montreal Cazette.

#### In Canada

Stanley Harris, former BBC mike

Vic Tally quit CFCT. Victoria; B. C., announcing staff. Replaced by Dick Halhad.

CJCA, Edmonton, has mangurated a statistics department with Ed Chowen placed in charge. Walter Dates new p.a. at station.

New mikemen at CHRC, Quebec, re Telesphore Gareau and Matirice

#### FRISCO SHOW, 10 YRS. OLD. GETS REVAMPING

San Francisco, March 29.

Woman's Magazine of the Air, oldest daily network show these parts, is being revamped considerably, with the new policy going into effect yesterday (Monday). Under revised setup, only regulars who will continue five afternoons week on the 'Magazine' are emcee Bennie Walker and the orchestra conducted by Ricardo. Interviseure Janet Baird, the Four Pages, male quartet, and commentator Bill Holmes will be used irregularly instead of daily. Balance of, the half-hour sessions, which are aired over the coast. MBC-Red web at 3:30 p.m. PST, will draw upon a variety of NBC talent. Among acts, to be used at intervals are Phil Hanna and Betty Kelly, Howard Thompson, Three Cheens, John Wolfe and Clarence Hayes, Glenn Hurtburt's Pan-Americans, Leo, and Ken, Ace Wright, Larry Lewis, Dorothy MacKenie, Southern Harmony Four and Armand Girard.

MacKenzie, Southern Harmony, Four and Arman Girard.

'Magazine,' which will continue under the production reins of Fred Hegelund,' divided into two quarter-hour periods, with Lamont Corliss & Co. (Danya) sponsoring the second half, of the Wednesday and Friday shows, and Nestle's Milk Products Co. (Alpine coffee) bank-rolling an extra 15-minute period following the half-hour sustainer on Mondays.

Mondays.

Program will celebrate its tenth anniversary in May. Walker has emece'd the 'Magazine' since its inception.

#### Hockey Runs to 1:47 A. M.

Prolonged championship hockey game between the N. Y. Rangers and Americans at Madison Square. Garden, N. Y. Sunday. (27), night kept. WMCA, N. Y., on the broadcasting the action until 1.47 a.m. Monday, meanwhile jazzing. up. its schedule. Madison Loan half, hour was killed entirely. Fiv. Star Final was boosted out of its regular 9.p.m. slot and aired 7.30-8, and the Good Will. Hour was cut to 30 mins. Jewish Consumptive Relief Society benefit dinner at the Hotel Astor, skedded to be effered 11 p.m. to 12.30 a.m. was not carried at all, with the station, however, keeping technicians standing by. Prolonged championship hockey

tion, however, keeping technicians standing, by consuming about two hours game lasted close to five being forced into four overtime periods before deadlock was broken. Station finally signed off at f.47 a.m.

#### Gen. Mills Eyes 'Curtain

Chicago, March 29.
General Mills negotiating for sponsorship of "Curtain Time" on WGN
This is a 30-minute, ofice weekly
dramatic show, produced by Blain Walliser

#### John Gray to WCOA

Chicago, March 29.
John Gray, of WBBM news staff, resigning Will become program director of WCOA in Pensacola, Fla.

Harper Holt Restored
d Harper Holt recovered from his
in recent litness and shutting between
New York, Detroit and Texus,
a, Husband of Mrs. Emily Holt,
in executive-secretary of the American
Federation of Radio Artists.

#### Philips Talks International Ren Deal with Deutsch

Rep. Deal with Deutsch.
Philips, radio manufacturing firm
in Holland, is dickering with Percy
Deutsch's World Broadcasting to
handle globe rights, outside the U.S.
to the transcribed musical library of
the wax maker. Philips doesn't sell
equipment in the U.S. because of a
trade deal with RCA and General
Electric. Dutch firm has representation. 16 countries however.

tion 16 countries, however.

Also operated by Philips are two
60,000-watt short-wave stations and
one long-waver in Holland and two

## **CBS VICTOR** OVER A.R.T.A.

Washington, March 29.

Nature of chain broadcasting makes it inappropriate to conduct labor. re-lations on a basis of individual units, the National Labor Relations Board ruled Saturday (26) dismissing pe-tition of American Radio Telegraph ists Association for recognition as spokesman for WABC, New York technicians.

technicians.

Decision was victory for both Columbia Broadcasting System and the Association of Columbia Broadcast Tenchnicians, which fought the idea of dealing about wages and hours on a local basis. Federal umpires agreed with the web and the rival union their argument that type of work makes it undostrable to bargain with different negotiators at different points on the network.

Bulline means that ACBT will cou-

Ruling means that ACBT will continue to talk with the bosses on behalf of web engineers at every chain-owned transmitter except St. Louis where the International Brollierhood the American Federation of Labor—does business with KMOX. Exception is because I.B.E.W. has city-wide tion is because I B.E.W. has city-wide hold on radio. Only places where the A.R.T.A., connected with the Committee for Industrial Organization, has strength, according to admissions before the board, are Washington (WJSV) and New York. Petition did not ask recognition in behalf of the WJSV staffers.

#### Ignores Allegations

Ignores Allegations.

History of bargaining, technical and functional coherence, and similarity of wages and working conditions, throughout, the CBS organization makes the Jocal unit idea inspropriate, the NLBP said in overlooking A.R.T.A.'s claim that the Columbia Broadcast Technicians, is equivalent to a company union. Board also, snooted complaint that 1937 contract between CBS and ACBT was reached through connivance inteuded

tract between CBS and ACBT was reached through connivance intended to freeze AR.T.A. out.

'As is generally true in the com-munications industry, and in radio broadcasting in particular, the work at the various stations must be per-fectly, coordinated,' the Board de-clared. clared.

clared.

To distribute satisfactorily radio programs to an international audience requires instantaneous functional coherence throughout the company's system. Such coherence is made possible by constant intercommunication among the technicians and engineers by direct wires contenting the stations. The elimination of time and distance by the use of radio and the wire line results in all the technicians associated with program, wherever located, working program, wherever located, working together closely coordinated unit.

Wages and working conditions are Wages and working conditions are substantially the same at all the com-pany's stations. Technicians and en-gineers at the various stations do similar work. They may be, ind sometimes are transferred from one station to another.

#### CJOR DISC OF GRUNT MATCH TO AUSTRALIA

Vancouver, B. C., March 29, CJOR transcribed a description of crestling bout held here between Bronko Nagurski and Lofty Blom-Bronko

Bronko Nagurski and Lotty Blom-field of New Zealand.
Entire, hour-and-half hissle, was disked and has been shipped, via China Clipper, to New Zealand. There they will be aired over 2YA in Wellington and 2YB in New Ply-mouth

(Continued from page 29)

garded in just the same way as meri-torious protests about major mis-

That the Commish its fervor to stamp out undesirable advertising has allowed its machinery to be used in grudge fights is indicated by the few facts which have been allowed to sift through the FCC secreey wall. to sift through the FCC secrety wall.
One broadcaster currently waiting
to see whether it must face the firing
squad has traced the complaint to
a disgrunted ex-employee wanting
to pay back his boss. Another lilicensee in the same predicament is
certain that squawks from warring
political factions put him in the
middle. A third harassed operator
sees the scheming hand of representatives for a competing station behind his troubles.

To disration is propounced because

hind his troubles.

Indignation is pronounced because the overloaded Commish can hardly hope to complete informal investigations within the limited period provided by the short-term renewals Furthermore, there is another procedure—the one generally used up to the past few weeks—by which of the past few weeks—by which of the carpet of th to the past few weeks—by which of-fenders can be called on the carpet without running the risk of hurting innocent parties.

#### Being Tough

Being Tough

The practice of putting stations on temporary extension basis, rather than granting their renewals, was revived early this year after Chairman Frank R. McNinch discovered that man Frank R. McNinch discovered that the past main complaints were pigeon-holed without any attempt to get the facts. Now instead of winking at offenses against public interest, the FCC has swung to an opposite extreme, although under the law there is reason why so much inconvenience and possible damage should be occasioned.

damage should be occasioned.
Under the Communications Act, the Conimish has authority to quive any licensee to file request for his next renewal whenever it sees fit. As an alternative to the present course, the invave cops, could order a hearing to decide whether the station had been operated improperly at any time, a pre-liminary inquiry indicated more formal investigations. mal investigation is necessary.

If this approach were followed, ini-tial action on squawks would resemtial action on squawks would resemble grand jury consideration of criminal matters. Fingered broadcasters would be able to go about their business, operating under regular licenses, while the Commish gumshoers due up the facts. Then, if there were an appearance of guilt or a reasonable possibility that some punitive action were required, a formal accusation would be presented, the form of a summary order requiring the station involved to ask for its renewal. to ask for its renewal.

This procedure, which generally has been followed in the past—al-shough not with complete secrecy or flough-not with complete secrecy or impartiality—since the probe of Marmola programs, would be more sensable; from the viewpoint of radio attorneys; the Commish in its present bogged-down condition cannot hope to wash up a comprehensive study of complaints in less than six months. If preliminary study indicates a hearing is in order, weeks are required, to cite-the offenders, find a spot on the calendar for evidence-taking, receive the examiner's are required to cite; the offenders, find a spot on the calendar for evidence taking, receive the examiner's report and ponder the facts.

Change in the way complaints are handled in early stages looks probable, although the committee to analyze the administrative mandler in early stages.

the administrative problem has met and the Law Department rganization has partially limited committee.

#### Censor Staff

Expanded complaint bureau— tantamount to a censor staff—was set up Friday. (25)—by Chief Counsel Hampson Gary. He put into effect a new arrangement which finds James new arrangement which finds James Cunningham, who formerly repre-sented the Commish before examin-ers, presiding over the squawk desk. Surrounded by several aides, includ-ing a girl barrister who has risen from ranks.

Fear that Gary, in overhauling the Fear that Gary, in overhauling the logal setup, has preempted the field of the special complaints committee was seen in the establishment of the investigation bureau. Creation of the new mechanism came shortly after the law department had been instructed to suggest lo. the special committee the best way to handle listener works. Naw it is Expected. disked and has been snipped, via colinia Clipper, to New Zealand. There they will be aired over 2YA the barristers will report that they much.

Russell Canter, chief amouncer at in checking accusations and of conwith with slation this month.

## Soreheads Romp | PARLIAMENT **MULLS RADIO**

Montreal, March 29

Testifying before the Parliamentary Committee on Radio in the House of Commons of Ottawa last week, L. W. Brockington; chairman of the Board of Governors of the of the Board of Governors of the Canadian Broadcasting Corp. stated that the ultimate goal is to do away with commercial broadcasting but that for the present commercials would be continued because the revenue is needed for the promotion and development of programs.

Brockington stressed the necessity of carrying advertising, but added that the volume of business thus de-rived would be limited to approxi-mately \$500,000 per annum.

mately \$500,000 per annum,
In response to charges from a
Member of Parliament that the CBC
had never been popular in Western
Ontario, the Chairman of the Board
replied that the Governors were not
inclined to curry favor with the
clizens of specific areas, intending
instead to continue a policy of the
greatest good for the greatest number.

er. It is understood that Rene Morin. It is understood that Rene Morin, vice-chairman of the Board of Governors, will appear before the Committee to give the reaction from the French-language angle and that Major Gladstone Murray, general manager of the CBC, will also be prepared to answer technical tueries. The Committee is scheduled to sume its investigation today (Tuesday)

#### HAWAII TO CANADA **EXCHANGE VIA MUTUAL**

San Francisco, March 29. Weekly series of exchange programs between Honolulu and Canada, with both the Island and the Dominion originations being carried over a transcontinental Mutual netis now in the formative stages

with the starting date set for a Sat-urday May. urday May.

According to present plans disclosed by L. B. West, mainland repersentative for the Honolulu Broadcasting Co. the good will shows will be aired from 5 to 6 p. PST, which was the first half-hour consisting of typical Hawnian - enfertaliment, from the studies of KGMB, Honolulu, and the second 30 minutes of characteristic Canadian radio fare. Canadian Broadcasting Con, will velease programs casting Corp. will release programs
throughout Canada

#### More Baseball Set

Philadelphia, March 29,
Atlantic Refining, through N. W.
Ayer agency, has set diamond irings for six teams in Eastern League
and will collaby with Kelloggs in contests of International and Piedmont
Leagues, It will cooperate with Kellogg rival, General Mills, in broadcasting Baltimore Orioles

WCBM.
Inked now

WCBM.

Inked now in Eastern League are Williamsport Grays over WRAK. Williamsport, Pa: Hazelton Red Sox, WAZL. Hazelton, Pa: Binghamton. Criplets, WNBF, Binghamton. Chira Pioneers. WESG. Elmira-

WAZL. Hazelton, Pa.; Binghamton:
Triplets, WNBF, Binghamton: Elmira Pioneers, WESG. Elmirs;
Wilkes-Barre Barons, WBRE, WilkesBarre, and Hartfords, newly-formed
outfit over WTHT, Hartford.
Atlantic and Kellogs share Rochester Red Wings, WHEC, Rochester;
Buffalo Bisons, WEBR, Buffalo; Albany Senators, WOKO and WABY,
Albany: Charlotte Hornets, WSOC,
Chatlotte: Richmond Colts, WRTD,
Richmond; Winston-Salem Twins,
WSJS, Winston-Salem, and Augusta
Tigers, WRDW, Augusta, Ga.

#### NBC's 148th Station

KPFA, Helena, Montana, newest station to be added to NBC, marking 148th acquisition.

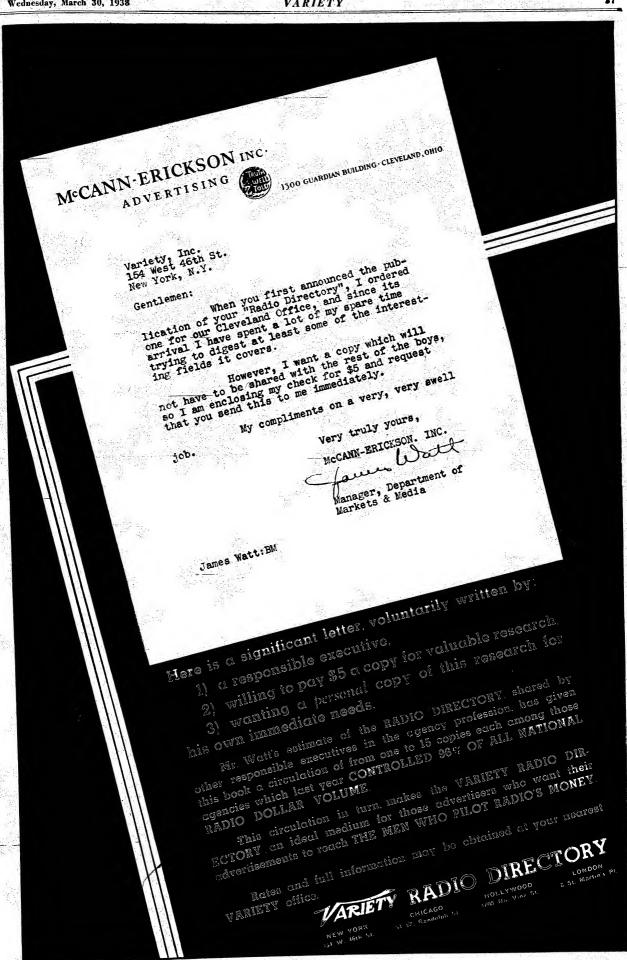
Station, Juli-time 100-watter, be offered advertisers as be station to those sponsors t KGIR, Butte, on their hookups.

Line Down, Jolson Mute

Regina, Sask., March 29.

Al Jolson's Lifebuoy, show Tues.
(22) went off the CBC air six minutes after getting under way. Vancouver filled in with p music.
Line trouble between Seattle and Vancouver blamed for break.
Followed similar, trouble during

Followed similar trouble during afternoon on Rinso show:



## Richard Casto, Applicant in Ethics Case, Again Appears Before F.C.C., 'Moral Fitness' Question Raised

Echoes of the Segal-Smith disbarment trial, raising the question of whether the Federal Communica-

ment trial, raising the question of whether the Federal Communications Commission has authority to go outside the record or to deny applications because of moral character of license-seekers, resounded last week when oral argument occurred on plea of Richard M. Casto for permit to build a new transmitter at Johnson City, Tenn.

Placing George S. Smith in a ticklish position, two members of the Commish recalled the record-tampering incident which led to misconduct charges against two barristers and then cited testimony in the disbarment trial in connection with Casto's fitness to hold a franchise.

Besides incidentally embarrassing Smith, who already has been punished for minor offense in prosecuting the Casto application. Commissioners George Henry Payne and Paul A. Walker indicated they will raise the question as to whether a person who admits his testimony was false and is accused of other misconduct should be trusted to run a transmitter in the public interest.

In view of what happened in the disbarment proceeding, Smith was in a perplexing spot. Casto, who appeared as a prosecution witness, testified he had misstated pertinent facts about his finances when the original hearing occurred on his application.

tifled he had misstated pertinent facts about his finances when the original hearing occurred on his application. After hearing this admission, Smith sought to reopen the record in the initial case, for purpose of correcting the record, but was denied this opportunity to untangle the snarl. Consequently, he was in position of arguing that the FCC should grant Casto's request and referring to an admittedly-false record, while the Commish possessed additional knowledge of Casto's missteps. of Casto's missteps.

First heckling came from Payne who asked Smith if he was aware

that Castro had been responsible for death of a girl friend in an automobile accident. Walker then reverted to the disbarment trial record reminding Smith that his client admitted the money for the proposed station came from his sister and was not his own, he originally maintained.

Extent to which the Commist can take cognizance of facts not contained in the record supporting the application is a matter of dispute. In view of the way other applications—favored by examiners on the basis of hearing evidence—have been denied, the odds appear unfavorable to Casto. But if outside factors in fluence the FCC, uninvolved attorneys think there would be good basis for appeal. Furthermore, the question of whether moral responsibility has a bearing on eligibility for a broadcast license is currently before the courts, through appeal from an adverse decision based on another applicant's collision with the libel an adverse decision based on another applicant's collision with the libel law.

#### Kellogg Drops 'Girl Alone'

Chicago, March 29.
Kellogg dropping Girl Alone, on April 22.
Daytime scripter has been on the NBC red hook-up for the past two years. Cereal planning to concentrate on baseball play-by-play for the summer, and figuring to return to script shows in the fall.

#### Circus People on Radio

Dave Driscoll's home interview program on WOR-Mutual today (Wednesday) at 9:30 p.m. will snag George Hamid and flock of outdoor acts planted in an Astoria, L. I., apartment.

Besides the outdoor impresario, show comprises Mike Cahill, The Ricardos, Floresque and Belle Bonito, all circuseers. Will give out from prepared script, etc., from home of one of the acts.

#### \$65 Script Claim Settled

\$65 Script Claim Settled.

Chieago, March. 29.

Chiam which Margery Williams, script writer, had against Al Shebel and James Waters, Jr., for monies due for scrivening a couple of the 'Court of Missing Heirs' shows, is being settled out of court.

Entire sum that Miss Williams wanted was \$65, which she stated was owed her for nearly three months by Shebel and Waters. Shebel last week dropped a sawbuck on account, and the rest is due to be paid this week to Miss Williams' attorney, Harry Munns.

#### GILLIN MISSES WOW'S ANNI

Omaha, March 29.

Omaha, March 29.

John Gillin, WOW manager, remained in Washington past week when meeting of NAB board was delayed until March 30. While in Washington Gillin listened in on hearing before FCC for application for new 100-watter in Omalia.

WOW will celebrate its 15th anniversary April 2 and delayed meeting expected to keep Gillin from local celebration. Birthday event being planned, in Gillin's absence, by Howard Peterson, Harry Burke and Bill Wiseman.

WBAP Boy Actor Drowned Fort Worth, March 29

## Union Label Sponsor as Aid to CIO Afoul Jurisdictional Fend with AFL

#### Now He's Serious

John Carter, who on Sunday (27) was announced the winner of the 'Met Opera Auditions' (Sherwin-Williams) contest on NBC, does not know any oper-

and roles.

In the repertoire of the tenor are only snatches and single arias from operas.

#### Brewery's 2-Town Show

Providence, March 29.

James Hanley Co., brewery, is sponsoring hour program thrice weekly-on both WPRO here and WEEI, Boston. Each hour is split into four distinct items—Man of the Hour, 'Story of the Hour,' Songhit of the Hour and 'Champion of the Hour' and Champion of the Hour'. Local heroes in each locality and New, England news furnish fodder for the broadcasts, which are individually menaged for each staindividually prepared for each sta-

tion, Henry Cabot, agency, Boston, placed the biz.

#### Spielers Shift

Spiceles Shirt
San Antonio, March 29.
Charles Belf has joined the announcing staff of KTSA, San Antonio. Was formerly program mgr. of KABC, San Antonio.
Walton K. Blanton and Henry D. Hartigan put on the payroll as spielers over KABC, San Antonio.
Lew Valentine switched to full-time mike work from the commercial side of WOAI, San Antonio.

#### Tommy Thomas' Job at KIRO Seattle, March 29.

Tommy Thomas has become program director of KIRO, local CBS outlet, but he will continue to direct the 'Romance Time orchestra' over KOMO-KJR for Ben Tipp's jewclry

Detroit, March 29 CIO-AFL conflict extends even to radio sponsorship, situash at WJBK here reveals.

here reveals.
United Auto Workers union, CiO affiliate, bought a 15-minute daily broadcast over WJBK on a year's contract last June, when wheels were humming in local auto plants and dues were rolling in. Although one stipulation was that indie station become the 'Voice of Labor' (announcing fact several times a day), UAW ozone committee decided most of their ether time would be devoted on educational campaign to organic

of their ether time would be devoted to an educational campaign to organize Ford Motor workers.

In recent months UAW pockethook has experienced a big pinch, with result union execs have had to pare expenses plenty. Finally applied to WJBK officials for permish to have union's dally airing bank-rolled by Carnartt Overall Co, which prides itself on its long-time union affiliations. Station consented and the financial problem of the UAW radio committee seemed solved.

Solved.

UAW's regional director got wind of deal, however, and roared loud, and long. 'No dice,' he exclaimed, that overall company is identified with the AFL. We won't carry any program sponsored for the benefit of those. ...

program sponsored for the benefit of those ...

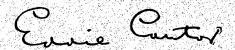
With apologies, radio committee explained situats to would-be sponsor, who in turn called New York headquarters of its workers union (AFL). Again there was gnashing of teeth, the 'AFL wants nothing to do with those ...'

So the UAW is going around pinching pennies to keep its daily program on the air, for the year's contract runs till June 1.

#### WBBM's Educational Dept

Chicago, March 29.
WBBM is creating a department
of education with Mrs. Lavini
Schwartz added as director.
Mrs. Schwartz is prominent in
education and social work here.

I'd like to publicly acknowledge my appreciation of the William Morris agency for their co-operation in launching our new series of radio broadcasts for the makers of Camel cigarettes.



## LEVYS' WCAU BACK IN N.A.B.

Philadelphia, March 29.

WCAU yesterday (Monday) a reversal of form applied for rein-statement in the National Association statement in the National Association of Broadcasters and sent in its dues in advance. Move followed a casual call on Ike Levy, v.p. of the station, by John Elmer last Friday (25). Levy and Elmer have frequently been in sharp disagreement on points of policy, but continued to be personal friends.

been in sharp disagreement on points of policy, but continued to be personal friends.

With station's announcement by prez Leon Levy, however, that it is going back into the NAB fold, went another blast on the music copyright situash. It was in a battle over copyrights that Ike stalked out of the NAB at its Chicago convention in 1936.

Leon said yesterday that an NAB

th. NAB at its Chicago convention. 1936.

Leon said vesterday that an NAB circular advised them 'not to join if they are satisfied with the present ASCAP contract.' He declared, 'My brother and I believe that the author of that. ha: not been fair with the broadcasters inasmuch as they fail, to explain fully the meaning of 'satisfied with the present ASCAP contract.' Perhaps its author is thene who urged the broadcasters to par both ASCAP and Warner Brothers for the same music. However, we have taken exception to that paragraph and feel the main reason for out joining the NAB is the desire for the renewal of that contract with ASCAP.'

#### **DUNVILLE'S NEWS IDEA** IS MORE AND STILL MORE

Cincinnati, March 29.

Cincinnati, March 29.

There's a difference of opinion between L. B., Wilson, president of WCKY, and Robert E. Dunville, manager of Crosley's WSAI, over the subject of -listener-interest on news broadcasts.

Believing quarter - hour news startas to be too long, Wilson ordered seven five-minute newscosts to take the place of the three 15-minute news programs heard daily on his

news programs heard daily on his

On WSAI, Dunville, who contends On WSAI, Dunville, who contends there is an increasing demand for more news, last week inaugurated a schedule which adds six bulletins to the station's list of newscasts, the latter amounting to more than 12 hours per week. New airings of late news flashes on WSAI are 1, 3, 9, 10 and 11 p.m. and midnight. Besides these, important news is broadcast it, breaks, during ither commercial or sustaining programs or station-breaks.

breaks.

Crosley's newsmom, which serves both WLW and WSAL, is headed by H. Lee MacEwen and has a staff of men working shifts from 5 am, to 2 a.m. All of them worked on metropolitan dailies before getting into radio.

#### 11th District Organizes

Minneapolis, March 29, Eleventh, district of N.A.B. comprising North and South Dakota and Minnesota, with Earl Gammons, WCCO general manager, as director, has formed a permanent organization for this district, electing S. E. Fankej of KSOO, Sious Falls (S. D.), and F. E. Fitzsimmons of KFYR, Bis-march (N. D.) wice chairmen. marck (N. D.) vice chairmen.

marcs (N. D.), vice chairmen.
Group appointed membership
committee composed of Fantel and
Fitzsimmons and Earl Reineke of
WDAY, Fargo E. L. Hayek of KATE.
Albert Lea; and W. C. Bridges of
WEBC, Duluth

#### Seeks Texas Station

Decks Texas Station

San Antonio, March 29.

Radio, Enterprises Inc., rocelved its \$25,000 corporation papers from the state Friday (25). Lineup includes Charles C. Shea, prez: Fred W. Bowen, vp. and treasurer; and Watter T. Martin, secy.

Shea, pioneer radio serviceman in the Southwest, leaves this week for Washington, D. C., where he will file an application with the Federal Communications Commission for a 28 water in Victoria, Texas.

Deal is said to be angeled by Bowen, Dallas and Kilagor, Texas oliman.

Gregory Ratoff set for Rudy Vallee program March 31 by Myron Scla-nick, Ltd., N. Y., via Hermen Bernie.

#### Amon Carter's Ft. Worth Station Will Average 3

Fort Worth, March 29. KGKO moves into new setup on May 1, shunting from Wichita Falls into Fort Worth. Broadcaster is an NBC outlet here.

Hrs. from Wichita Falls

NBC outlet here.

Station owned by Amon Carter, publisher of Fort Worth Star-Telegram, since last year. Harold Hough of WBAP will be gim, and D. A. Kahn commercial chief: Sylvester Gross, formerly with KPRC, Houston, will be program plotter. Jack Keasler, at one time vith KWKH-KTBS, Shreveport, will handle publicity and merchandising.

After the change of locale, KGKO-will continue to use lifs studios in Wichita Falls for remote pickups, which will aggregate three hours daily.

Dr. Glenn D. Gillette has been appointed consulting engineer and Phil G. Loucks, counsel for WEW, St.

#### WCKY SHORTENS NEWS

Cuts Up Quarter Hours Into Seven 5-Minute Periods

Cincinnati, March 29.

Believing quarter-hour news periods to be tiring on listeners, L. B. Wilson, president, and Mendel Jones, program director, of WCKY this week chopped four 15-minute news programs into seven five-minute stanzas. Revised schedule leaves only one. Sunday 15-minute news programs on the station.

Ghost Voices is title of new thrice-weekly half-hour musical sustainer on WCKY. Songs by departed artists are transcribed betwark selections by a staff trio; Johanna Grosse, organ, Clarence Meller, violin and vocal; Gershwin Cohan, piano and accordion. Cincinnati, March 29.

But Ne Errands
Philadelphia, March 29.
WHAT, 100-water here owned by
Rhilly Ledger, starts 'em young and
works 'em hard.
It has just added to its staff Joe
McCauley, 18 years old. Kid serves
as gabber, publicity man and leading dramatic emoter on daily script
shows.

## Cash Shortage Must Be Remedied Or Paid Prez Situation Impossible, Mark Ethridge Tells Stations

Washington, March 29.
Shortage of cash threatens to com-plicate selection of the new pair president and final stages in National Association of Broadcasters' reorganization program when the special board of directors meeting occurs Wednesday (today).

Wednesday (today).

Filling of the post of radio industry Moses hinged largely upon the amount of money in sight when the executive committee reports its search for a lobby/st-negótiator-administrator. Weekend was devoted to rounding up promises of financial support, but whether enough dough is available remained doubtful on the eve of the session.

With 'less than ten' individuals still on the list, the excutive committee

Thursday (24) exchanged final notes about the fitness of the possible leaders surviving searching examination and agreed that completion of the rejuvenation process will be impossible until the money is actually in hand to pay a high-priced man.

in hand to pay a high-priced man.
Dunning letter, appealing tor
newed promises to help out, went to
all members of the trade body
Wednesday (16) over the signature
of Mark Ethridge, temporary chair
man of the directorate. Reminded
them of the many Washington problems confronting the industry and
asked if they want to lobby individunity—at high cost—or to pool their
money and resources.

After noting 14 important matters

(Continued on page 40)



248.700 TIMES since 1931, WLW representatives and Retail Dealers have enacted this scene.

And here, as in every interview before, the Retailer is learning why WLW-advertised products merit his support ... how he can capitalize on tremendous listener preference for products advertised over the Nation's Station ... how he can make more money by tying in with this advertising through prominent display of these products.

In short, this is the "story behind the story" of the effective selling job being done for advertisers who use

## WLW-THE NATION'S STATION

CINCINNATI

## Havana Radio Treaty Develops Limp; **Not Making Progress in Washington**

Washington, March 29.
Uncertainty whether the Hayana radio treaty will get to Congress for action this session developed last

Noticeable loss of interest on the part of the State Department coincided with signs that a drive is under way to load the pact down with reservations which would tie the haids of the Federal Communications Commission and have direct pearing, on purely-local regulatory problems. Noticeable loss of interest on the

pearing—on-purely-local regulatory problems.

What the prospects are for action was uncertain, with all persons directly interested in the ratification matter keeping mum. But the diplomats were clearly cool, in contrast to their former anxiety to gef prompt consideration from the senate.

Reason for the change of attitude was not made plain, but gossip whis pers agreement many stay. the pigeonhole for fear its delivery to the Capitol would lead to a round about attack on the commish. Preliminary work on the matter of getting senate approva? slowed down materially, whatever the reason. The change heart in the foreign ministry was surprising, since a few weeks the State Department crew objected to the FCC suggestion that hearings precede submit-

tal of the pact for ratification. The diplomats didn't like either the prospective delay or the idea that opponents might fore-arm the legislators and argued the place for public debate as before the senate foreign relations committee. Then the FCC expressed a view that the papers should get to the Capitol without delay so the proposition would not be forgotten in the last-minute rush at session's end. session's end.

Obvious loss of enthusiasm is linked by dopesters with the hostil-ity of broadcasting factions arrayed ily of broadcasting factions arrayed against superpower and the clear channel theory. Some of the more aggressive regional people, who fought any increase in wattage and favored break-down of exclusive ribbons at the FCC's 1936, engineering confab, have, been doing considerable educational lobbying around the senate cloakrooms, preparing a few friends for fight over riders preventing the FCC from raising present juice limits and continuing solo occubancy of a few frequencies. occupancy of a few frequencies.

Buddy De Franko, 14, whose clarinet tooting won him \$75 in Tommy Dorsey's mateur swing contest on stage of Earle, Philly, has been named wander of kid band on WCAU's Children's Hour.

#### WPRO SELLS ITS STAFF ORCH. COMMERCIALLY

Providence, March 29.

WPRO has turned its white elephant! House Orchestra into a breezy commercial which attracting plenty of fan mail. Orchestra was organized under the terms of an agreement with the A. F. of M. several months, ago and provided a bit of a headache. An evening spot failed to attract until Steve Willis, manager, and his office staff put their heads together, and turned out 'Housewife's Serenade.'

Ad lib program.

Ad lib program caught on and the half-hour Monday to Friday spot has American -Foods, Inc., - High. Half-boods, Inc., New England Mattress, Stork Service, Lustre Wax and Aunthatties's Maple Spread, as daily customers. Ed Drew is director and Ray Fish agreement. Rich announcer.

#### F.C.C. Hearing Postponed

Washington, March 29.
Pressure of business forced the Federal Communications Commission last week to put off for two months, scheduled hearing on the way frequencies between 30,000 kc and 300,000 kc should be allocated to a variety of services, including broadcasting.

orpadeasting.

In view of delay in reaching agreement on such related propositions as superpower, new performance and engineering staudards, and reallocation, the idea-exchange sessions were deferred from April 11 to June 6.

#### N. A. B. Needs Cash

(Continued on page 39)
which require concerted front in
dealing with Congress, state legislators, and the Pederal Communications Commission, Ethridge warned
that NAB 'never will become effective if any considerable number of
members take the attitude that they
are willing to sit back and let others
underwrite the expense of, an organization.' With the alternative of,
finding a few angels thrown in the
discard, 'the members of the board
will pledge only such finances are in hand and in sight from signed
membership applications in setting
up the organization,' king-maker asserted. (Continued on page 39)

up the organization, king-maker asserted.

To set up an organization before obtaining the finances would be putting the cart before the hor. It is not only essential to get the horse first, but also to get the oats to feed the horse. WHAS exec-epigrammed. With observation he and his colleagues aren't miracle men, Ethridge said every station officer must decide whether the reorganization plan approved at the February convention is to be made effective. It cannot work unless the money is forthcoming, he said. Broadcasters who believe the dues high should consider that they may be out even more money if the trade body is not equipped to do its job. Membership in the NAB is the cheapest form of insurance against burdensome government regulation and other dangers, he sales-talked.

Many Trade Tangles

#### Many Trade Tangles

Many Trade Tangles
Among the scrious conditions facing the whole industry are the FCC
monopoly probe, the proposed. Congressional investigation, the copyright treaty and legislation, musicompetition; control of advertising,
reallocation, stiffer regulation, and
taxes.

competition, control of advertising, reallocation, stiffer regulation, and taxes.

Names of the potential remained shrouded in secrecy after the executive group broke up, but it became increasingly obvious that the industry is not going to be mobilized behind, some political genius, captain of industry, or even tionally-known figure. Surprise for all the dopseters both with and outside the NAB, was predicted by several committeemen, who explained that stuffed shirts and many the sum are out of consideration. Report that Phil Loudes, presently steering the bost remains at the head of the list was strongly denied. Committeemed the temporary general counset in repudiating yarn services would be a supplied to accept only if promised a three-year contract, as 255,000 per annum, with all cash on the line advance. Most other names most often mentioned of late—Federal Housing Administrator Stuart McDonald, former NBC president M. H. Aylewooth, and Dr. Robert Hutchins, prez of University of Chicago—were failty said to be out of consideration.

## Station 'Deals' Divide F.C.C.

Leniency Wins, 4 to 3, in Alleged Violation by City-Owned New Jersey Station

Washington, March 29. Problem of how to punish broad-casters disregarding section 310-B of the Communications Act—requiring

Federal approval for transfer of con

Pederal approval for transfer of control of stations—became a major issie with the Federal Communications Commission as WCAM, Camchanden, received a renewal license by a vote margin.

Second case of this kind within two weeks set the stage for a heated controversy over the matter of tenicney versus sternness toward licensees who enter contracts by which active operation is furned over to some other party. Several matters involving this particular issue are on the hook, some still in the hearing stage and others awaiting decision.

ing stage, and others awaiting decision.

Leniency advocates, won the upper hand last week and a majority of the Commish voted to disregard the advice of two members of the legal department, who declared the law was broken, when WCAM, municipally-owned, was leased to Broadcast' Advertising Co. by the city fathers:

Camden case, coming right on the heels of a similar proposition involving WSAN and WCBA, Allentown, Pa., was characterized by trend toward more stringent application of the rules, however. In the Allentown matter, settled a week carlier, only one member looked askance at the possible law infraction, but in the Camden case three members favored drastic action. drastic action.

#### Four-To-Three

WCAM license was renewed after a warm debate by a four-to-three split. Commissioner Eugene O. Sykes moved to grant the routine application and was backed up by Chairman Frank R. McNinch and Commissioners Thad H. Brown and Norman S. Case: Objectors, who failed in an effort to have the present license effort to have the present license effort to have the present license extended three months pending fur-ther study, were Commissioners Paul

A. Walker, T. A. M. Craven, and George Henry Payne.

In approving the renewal, the majority took the position that the argument was pointless inasmuch as the lease expired last month. On member conceded there was a suggestion that there may have been a violation of the law in the past' but allbied that the contract was merely one of station management. The miniority trio insisted, pointing out that the arrangement had existed for seven years, that the Commish should not wink at past deeds considering public interest, yenience, and necessity.

Ted Andrews Sportscasting for KTOK

Ted Andrews Sportseasung tor AIOA Oklahoma City, March 29.
Ted Andrews, formetly at KWKH, Shreveport, sportseasting Oklahoma. City Indians Texas League ball games for KTOK. Now with team at spring training camp.



AVAILABLE! AVAILABLE:
Now for sponsorship - "Daddy
Couch's Young FolkProgram" now its
inth year, has tremendous I is ten ing
audience — and has
proved itself
best medium for
advertisers



It is a pleasure to announce a new service THE WOV ARTISTS, INC. under the direction of Mr. Syd Leipzig All variety acts are invited to register



## HOT

ON A COOL

\$70,000,000



HERE'S only one 50,000 watt station in Minnesota. There's only one clearchannel station in Minnesota. There'sonly one station that reaches all Minnesota day and night (conclusively proved in a recent P.T.A. survey). ( That one station is WCCO, the Columbia network station for the Twin Cities! ( This summer an extra two million people will swell Minnesota's spending power with an extra 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach all this free-spending market with only one station-WCCO. C Have you all the facts about WCCO?

#### MINNEAPOLIS-ST. PAUL A COLUMBIA STATION

50,000 watts. Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES

## Gary Moves to Speed Up F.C.C.

Major renovation of the Federal Communications Commission legal machinery was ordered last week in desperate effort to speed up opinions, memorandums and other documents with which the gears

machinery was ordered last week in desperate effort to speed up opinions, memorandums and other documents with which the gears are currently clogged.

Swamped with work, Chief Counsel Hampson Gary suddenly decreed a sweeping shakeup which he hopes will alleviate congestion and speed-up operations. Explanatory memo circulated to superiors Friday (25) explained the reorganization was prompted by the volume of work loaded on his department in the past few months. New structure is composite, with work being distributed according to both functional and legal lines. Now three sections—Radio Division 1, Radio Division 2 and Common Carrier Division—with an assistant oreneral counsel superimposed on each

1s. Radio Division 2 and Common Carrier Division—with an assistant general counsel superimposed on each.

Expanded compilaint and investigation bureau is the chief feature of the revised line-up. Is part of Radio Division 1, which is headed by George B. Porter, formerly assistant general counsel in charge of all broadcast business. Other functions under Porter's supervision are analysis of all applications, representation of the commiss at hearings, preparation of advisory opinions for the commissioners, and general administrative chores.

All judicial work is shifted to Radio Division 2, over which Wilsim S. Bauer presently presides with tag of acting assistant geheral counsel. Duties include research, writing of opinions, and conduct of litigation before the courts.

of litigation before the courts

counsel. Duties include research, writing of opinions, and conduct of litigation before the courts.

Need for some jazzing of the lawyers has become impossible to overlook the past month. Lack of coordination, combined with increased amount of work, has brought the operations near a halt. Only one opinion has filtered through in two weeks, and more than 30 cases have been decided and are ready to be announced as soon as the formal documents are whipped into shape. Although far behind up to the end of 1937, the commissioners have set a fast pace and left their legal sides trailing since the turn of the year.

Delay is exasperating to the industry, particularly that element, which has had applications pending for many months. Some of the undecided cases date back to 1936, while scores a year old are still unsettled as far as the applicants are concerned. In a number of instances, two arguments have been held—the second a repeat performance occasioned by abolition of the Broadcast Division last November—and a host of opinions still have not been released in cases actually decided weeks back.

#### Methodists on Air

Seattle-Tacoma Council of Methodist churches is sponsoring half hour program over KVI entitled Romance of Methodism' consisting of dramatizations of the growth of the church, rounded out by appropriate music.
'Marriage Clinic' the name of

'Marriage Clinic' the name of KVI program under sponsorship of the Seattle Council of Churches, Y. M. C. A. and Y. W. C. A. weekly.

#### Bill Baldwin at KOIL

Omaha, March 29.

Omaha, March 29.
Bill Baldwin, new member of announcing staff at KOIL. Comes here
from KWKH, Shreveport, La, and
formerly with WCN and Mutual nct
in Chicago.
Before that spent year chattering
for WOW, here. His home is in
Omaha.

Bill C. Mackintosh, of WEW has resigned to join KCKN, St. Louis.

## GOING CONCERN VALUE HARD TO AUDIT: PREMIUM ON MONEY-GRUBBERS FEARED

F.C.C. Has Three Schools of Thought on What to Do About Price Tag on Stations—Seek Practical programs as much a possible? Scale of Measurement

Washington, March 29. Search for a yardstick with which to decide the reasonableness of station sales has been redoubled in intensity within the Federal Communications Commission during the past fornight following cries of pain from handling an extremely hot potato.

handling an extremely hot potato.

Little progress toward a satisfactory formula is visible, with the internal line-up now altered through voltement debate over possible tests to determine whether the public interest is being intringed and prevent frequency-trafficking. End. isn't even in sight, licensees whose properti are on the auction block may have a long wait before they get a clue as to how much money they can charge without incurring Federal displeasure.

can charge without incurring Federal displeasure.

With membership split into three schools of thought, minority which holds the balance of power at the moment is trying to work out some ratio between earnings and the sale price. But they concede it will be hard to adopt some rule of thumb that will, fit every situation and are gravely perplexed by the fact that the attitude in one set of circumstances may not be fair in another.

Most talk lately has been about the possibility of putting a general limit on the amount of cash which can be swapped by saying the ratio between cost and profit can't exceed a certain figure. Tentative suggestions are 6% 7% maximum, which means that the top cost of plant making \$6,000 to \$7,000 a year would be \$100,000, regardless of the physical worth of the property.

Except for the difference as reflected in the amount invested and the earnings, Commish is unlikely to

distinguish between types of statit in passing sules. Thus, a well-managed and modernly equipped regional, with a less desirable frequency, might sell. for more than a sloppily-run and teriorated clear channel plant. Policy of this sort is almost necessary if the Commish is to get away from action that smacks of putting a valuation on facilities in contradiction of the law.

Advocates of the baire-hone, policy—limiting, the consideration to the law.

Advocates of the baire-hone, policy—limiting the consideration to the law, and the state of the plant, either on basis of original reproduction or depreciated value—seem to investigate all hope of winning the fight, Chairman Frank R. McNinch has been volcing the opinion that nothing in the law says, the Commish can rule on reasonableness of piece and taking the vi that new legislation is required to provide a solution to the problem.

required to provide a solution to the problem.
Middle-of-the-road element—which, favors allowing something over the bare assets—is fumbling around for some combination by which the Commish can make allowances for the going-concern value and pioneering outlays without allowing sellers to inflate the price and capitalize their earnings.

#### Hypothetical

Hypothetical

Difficulty of this faction is typified by a hypothetical case. Would it be just to say that the price mist be the same for two stations of equal power, with equal equipment, using equally-satisfactory franchis in relatively the same type of market when one had been devoting considerable time to public programs—news broadcasts, civic. affairs.

Ingious and education—

break than the licensee who pocketed the preponderance of profits?

Problem has become a major headache since the Commish began debating the proposed sale of KFKR.
Oklahoma City. This is the
where the Commish last spring
dered an oral argument on its ow
motion, although the application,
was unopposed, because members
felt all the facts had not been developed by the examiner. Latest
nose-count showed three members
for and three against the sale, with
one not necorded. More recently,
one of the two favoring the grant has
weakened and reconsidering his
vote.

weakened and reconsidering his vote.

Touchy phase of this matter is the discrepancy between present worth and the proposed consideration. Plus the fact that the prospective biver. Plaza Court Broadensting Co., which is a group of local business men. Intends to junk all of the equipment. Total cash due to change hands \$85.000-of-which \$15.000 will go to the present manager, B. C. Thomason, who holds ar management contract giving him most, of the revenues, and the remaining \$50.000 for the Exchange Avenue Baptist. Church, which holds the license. Original cost of the equipment was only \$4.422, present value is \$3,011, and replacement cost . estimated \$4.967. Thomason's annual income from the transmitter has run from \$7,000 to \$8,000 in recent years.

#### Hal Scher Shifted

Oklahoma City, March 29.

Oklahoma City, March 29.

Hal Scher shifted from head of WKY Artists Bureat and publicity director to night shift as announcer.

Allan Clark, program director and leader of the WKY staff orchestra, will assume Scher's former duties.

"WHEATIES" again sponsors Baseball Games for its 3rd consecutive year CULPA 50.000 WRTTS PHILADELPHIA

## CHIEF EXAMINER ARNOLD, COMMISSIONER WALKER HAVE THEORÍES ON F.C.C.

aminers around the country to take testimony.

If the procedural rules are to be followed religiously, it would be to the advantage of applicants to have examiners visit home towns to develop the facts. Would minimize the inconvenience and cost involved in traveling to Washington, taking depositions, rounding up key witnesses, and fighting red tape. But whether the Washington clique of radio barristers would take to such a proposal is doubtful, since tunder the present routine they can have several irons heating in the FCC fire simultaneously.

Grady Cole, WBT, Charlotte, N. C. commentator, back on regular daily schedule after three weeks in a Charlotte hospital.

Rules of Evidence, Home Town Investigation Versus Washington Now Sharply Focused by Recent D. C. Appeals Court Decisions

testimony.

simultaneously.

Washington, March 29.

Row over changes in the handling of major applications for broad casting facilities has followed the reconicebuke handed the Federal Communications Commission in the Saginaw and El Paso cases.

Reviving the long-standing feud between lawyers and examiners, factions within the Commish have begun sparring over the effect of the assertion by Associate Justice Harold M. Stephens that rules of legal procedure must be more strictly observed. Particularly by examiners. Collateral effect of the tribunal criticism is renewal of past suggestions that hearings be conducted largely in the field rather than almost invariably in Washington.

Central point is whether the examiners shall be allowed to receive second-hand evidence without regard for the courts or must be bound by traditional ban on irrevelant, immiserial and incompetent testimony. May mean a good deal, in terms of time, cost, and successful prosecution of pleas, to present and prospective license-holders.

Arnold's Memo

tion of pleas, to present and prospective license-holders.

Arnold's Memo
Controversy was precipitated by Chief Examiner Davis G. Arnold, who lost little time summarizing the ceusorious remarks of the court and, in a meno designed to warn his staff as will as bring the matter to the attention of the Commish, pointed out that examiners are supposed to follow the rules of evidence in effect in Federal courts.

Argument materialized when Commissioner Paul A. Walker, disputing Arnold, took the view that examiners are comparable to masters in Federal court proceedings. Their responsibility is to develop all material facts, therefore leaving the question of passing on evidence up to the Commish, he declared. While the dispute so far is legalistic, it may have a direct bearing on the fate of future applications. If the Walker contention is backed up by the Commish, major changes in procedure will be required and volume of litigation almost automatically will be greatly increased. More importantly, the outcome of

volume of litigation almost auto-matically will be greatly increased. More importantly, the outcome of virtually every contested proceeding would be a toss-up, with parties handicapped by difficulty of guessing what evidence the Commish would consider pertinent and what might be rejected.

be rejected. Adoption of the Walker viewpoint would necessarily prevent Commish examiners from making findings of fact and recommending disposition of applications, in the view of attorneys who have studied the question. Not knowing what evidence would be deemed relevant and compelent, they could present only summary of all the testimony offered at hearings.

pelent, they could present only suminary of all the testimony offered at learnings.

But if the Commish sides with Arnold and the rules are strictly applied by examiners, the industry is likely to both benefit and be discommoded. Proceedings would follow a more uniform pattern and a sounder record would be built up, yet more trouble would be involved presenting evidence on such points as need for service, supply of program material, and prospective carnings. Under the conditions laid down by Justice Stephens, one officer of an applicant company no longer could make the trip to Washington and put into the record a summary of information which he gathered back home.

gathered back home.

Precedents
Walker slant is in sharp contrast with the way practically every Fedral commission handles the problem. In the Securities & Exchange, Power, Trade and various quasijudicial commissions, examiners occupy the status of lower-court judges while presiding over evidence-taking. Are not receptacles for all the information which parties want to put inlo the record.

Taking advantage of the debate

put into the record.

Taking advantage of the debate which his memo provoked, the Chief Examiner is crusading quietly in behalf of his idea that hearings should be decentralized in order to get more complete facts upon which to depide cases. While the suggestion has been sympathetically received in the past, nothing ever has been done on a broad scale because of the financial

#### O'Brien Long Distance Broadcaster; To Commute From Seattle to New York problem involved in sending examiners around the country to take

Seattle, March 29, Back in Seattle from closing for the purchase of WINS, New York, Col. Arthur O'Brien declared last week that he would continue his partnership in KIRO, local CBS out-

**Television Stock-Sellers Indicted** 

Washington, March 20.

Promoters of a company claiming to have a television receiving set ready for general home use have been apprehended recently for violating the Securities and Exchange Act, Federal officials revealed Monday (28).

Monday (28).

Secret indistments against five individuals interested in sale of stock in Television & Electric Corp. of America and Television & Projector Corp. were returned at Greenville, Tenn. two weeks ago, the Securities & Exchange Commission revealed, following arrest of the persons named for selling stock in interstate commerce without obtaining Federal permission.

obtaining rederal permission.

Indictments alleged misrepresentation about the effectiveness of the apparatus which the companies claimed to have developed. Among the assortedly false claims was one that company would put its equipment on the market at low prices.

success of class magazines in the New York area as support for his

O'Brien will continue to maintain a residence in Seattle, commuting back and forth between here and New York. He came from Washington maintain Commission.

O'Brien said that a minimum of 40% of WINS' time will only be sistaining, with quality music. He proposes to put lots of swank into WINS' programs. O'Brien believes that there is a place for this type of outlet in New York, pointing to—be

#### WGY's 16th Milestone

Schenectady, N. Y. March 29.
WGY's dedication of its new fivestudio building, and the 16th year
of its broadcasting, in late May or
early June. calls for a Saturday night
nation-wide program over NBC.
Includes local symphony orchestra
plus vocals by Mario Cozzi and Carol
Deis, of NBC's New York sustaining
group: appearances of Cheeri
(Charles K. Field), Lotis Dean,
Frank Singhiser and perhaps Jimmy
Wallington, Rosaline Green, Ton
Lewis, and others WGY graduates.



# STATIONS MUST REVEA

### Here and There

Agalha Turley, soprano at KYA, etc., for his daily programs. Ben San Francisco, is seriously ill at the Brew beer is sponsor.

Lyle DeMoss, new member of WOW production staff, assigned to handle Junior Round Table kid pro-gram formerly produced by Jetta-bee Ann Hopkins, Program idea is Prof Quiz' stunt with juves anwering queries.

Raiph Evans, p. a. for WMT, Davenport, in Des Moines conferring with H. R. Gross, WHO newscaster, a possible candidate for the Republication nomination for governor of

Johnny Nehlett WRNS Columbus sports commentator, is in Winter Haven, Fla., for stay at Columbus Red Birds' training camp. Shipping back transcriptions of interviews,

Bobby Griffin and Ray Cox, of WHO, Des Moines, have built a visual demonstration of radio.

John B. Kennedy, radio commen-tator and journalist, out from New York to lecture last week (24) at the Oakland Forum.

Barbara Townsend, NBC actress, has returned to the San Francisco staff after a Honolulu vacash.

Jack Marshall, narrator at WMBC, Detroit, under the knife for minor ailment.

Tony Russell, Providence baritone, on Harvard Hasty Pudding show last week. Also made a number of re-cordings as Don Young.

# WEB, RENT, SWAP order directing every licensee to file comprehensive statements and a supplementary motion directing account ants to dig into the books of all net-

Federal Communications Commission Implementing Its Move Toward New

DEALS COVERED

Preparatory to promulgating basic policies and launching the monopoly probe, the Commiss approved a detailed questionnaire which all franchise-holders must return by April 20 fill the gap emphasized in the engineer's report on allocation problems.

Commission Implementing Its Move Toward New Regulations by Most Comprehensive Fact - Finding Canvass of Kind Ever Made in Industry

SCAN NETWORKS

Washington, March 29.

Initial move to provide the Federal Communications Commission in establishing policies with response to the regulation of the broadcasting is an incurred, the elaborated by the Commission of the regulation of the proposed uniform accounting system. Commissioner Ta McCraven, author-of the engineering report, explained that into is urgently needed by the Commission in establishing policies with response to the regulation of the broadcasting industry. Data will be of great benefit to all concerned, he elaborated since it will put the Commish in beta-

ter position to foster progressive development of radio.

Detailed data is demanded from networks and stations handling larger volumes of business. Little fellows are not exempt from submitting a report, but will not have to go to such lengths in satisfying Commish curriousity.

Direct look at the books of all networks is planned, since the questionnaire is designed only for individual stations. Commish instructed its Chief. Accountant, William A. Norflect, to consult with the webs about the sort of statistics which they should supply and may send out figure-hounds to pore over the records in order to get dope first hand.

If Over \$25,000

With separate returns, in duplicate, required for every one of the 700-odd stations, the Commish wants figures covering a full 52-week period. Itemized statements are required from

ized statements are required from all transmitters with net time sales over \$25,000.

Going much farther than the Census Bureau or the National Association of Broadcasters, the FCC wants a break-down on both revenues and expenses from stations above the \$25,000 mark. Must show receipts from network, local, national spot and local spot accounts, and from talent or other sales. In reporting expenses, licensees must unweil-salary item, payments for representation, program material, promotion, publicity, wire changes, and customary overhead.

Tirst authentic indication of what the industry pays in taxes will come out of the survey. Questionnaire requires statement of all governmental dues applicable to broadcasting and estimated Federal income taxes. This data never has been collated before and Commish analysis will supply ammunition with which the industry-can fight proposals in Congress to impose special levies on radio.

Network-affiliate financial transactions must be revealed. Besides telling how many sustaining hours are taken from webs, operators must show amount of revenue derived from chains.

Measure of the worth of time swapped for rent, publicity, or other compensation, must be employed in giving the FCC full linf obout revenues. Stations must tell the non-cash consideration received and evaluate the time in terms of dollars and cents.

Full report on the industry investment is demanded. Commish wantered to the survey of the most of the survey.

evaluate the time in terms of dollars and cents. Full report on the industry investment is demanded. Commish wants the original cost, depreciated worth, and replacement value of transmitting equipment, studied equipment, radiating systems, and other technical equipment, besides the figures representing investment in turniture and fixtures, real estate, and other property.

## 'Get-Together.' **Judge Repeats** To Philco. RCA

Wilmington, Del., March 29. Chancellor Josiah O. Wolcott de-nied a petition for rehearing and re-opening of Philco Storage Battery Co. vs. Radio Corporation of Ameri-

Co. ys. Radio Corporation of Ameri-cain a disagreement over comput-ing royalties to RCA under a licens-ing agreement.

RCA and Philico were directed to adjust their royalty differences last September, when the chancellor de-nied a motion to cancel the licensing agreement. agreement

need a motion to cancel the licensing agreement.

Denying the motion to reopen and rehear, the chancellor said. Now that the case has been tried on one theory and the court's view pressed thereon, one of the parties desires to open the cas, in order to, see if another theory might not be developed which, when supplementing the first, will appeal to the court with more persuasive effect. ReA had ample opportunity at the trial to show what it now desires to show. The application, does not appeal to inc.

Morton Bowe, tenor, has quit NBC Artists Service management.

## Small Wonder

THIS young lady hasn't a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, food will be first and most often on her list.

Small wonder, then, the Food Industry is advertising's greatest client-and greatest challenge. Here is a market which knows no pause in time or space. A market as varied as all the people any advertising medium can reach. A market which goes beyond and includes every other market for the goods of man.

How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More "food" dollars are now spent on radio networks than in all general magazines. Twice as many "food" dollars are spent in radio as in all women's magazines. And the increase In food advertising on Columbia outstrips every other industryincrease in radio. A 290% increase in the last five years-made by the country's largest food advertisers.

The explanation for this Columbia record is simple. Everybody eats. And everybody likes to listen. This is how the largest network in the world welds the two together:

√ In 1934, the largest manufacturer of canned soups in the world turned to Columbia took to the air with an hour a week of deft selling and sparkling entertainment. Sales soured from coast to coast. Tomato Soup -up 30%. Vegetable Soup-up 35%. Chicken Soup -up 100%! And Chicken Soup was advertised only by Columbia. In the client's own words, "Sales took an astounding jump to a well-over-double basis, despite the fact that om Chicken Soup husiness was already large.

√ A₂ of January, 1938, a national baker has signed his eighth consecutive 52 week contract with Columbia. In the last se years, he has not missed a single weekly broadcast-using the Columbia Broadcasting System exclusively on the air.

The largest food company in the world has put five different programs on Columbia in the last five months.

The Columbia Broadcasting System

## PLEDGES ON PROGRAMS MADE F.C.C. NOT KEPT BY WRNL, RIVAL ALLEGES

Richmond Station Raises New Cause of Embarrassment-Glib Promises of Public Operation, If Not Kept Cause for Cancellation of License?

Washington, March 29.
Demand for revocation of the license of a station because it has not rendered promised service was laid before the Federal Communications Commission last week as aftermath of prolonged and bitter fighting between Richmond broadcasters. casters.

Novel step, taken by attorneys for Novel step, taken by automers to WMBG, 500-watter, presents em-barrassing issue to the airwave cops nd for the first time raises and question of whether the government agency is going to use its authority to make licensees carry out the

## WHITE **SPOTS Before the Eyes**



\*WOW showmanship touched a new high recently, when Station Mgr. Johnny Gillin proposed and executed a state-wide wireless hookup boosting Nebraska, the "White Spot" on the nation's tax map.

Four other Nebraska stations, eager to carry the WOW-built show, now pick up and rebroadcast the half-four each week. Originating in the WOW staff orchestra, WOW talent and selected speakers from over the state.

over the state.

The "White Spot" program is WOW's contribution to the current campaign sponsored by the Associated Industries of Nebraska, and is broadcast in cooperation with the Nebraska Broadcasters' Association and the Nebraska Junior Chambers of Commerce.



590 KILOCYCLES ★ 5000 WATTS ★

Owned and Operated by the Woodmen of the World Life Insurance Society



pledges given in seeking a ticket. It's a different slant on the public interest, convenience, and necessity, with at least one operator believing the statute means something and

ifts a different slant on the public interest, convenience, and necessity, with, at least one operator believing the statute means, something and the statute means. The state of the statute means with the strategic move in a lift which has been going nor more than two years and, which involved feud between the two local papers—News Leader and Times-Dispatch—over radio outlets. Bout began when John Stewes and Times-Dispatch—over radio outlets. Brand, president of the News Leader and of William & Mary college decided in 1935 to move his Petersburg transmitter WPHR, into the State Capital and give stiffer competition to his publishing rivals.

Havens & Martin, whose-station dates back more than a decade, joined the fight against more opposition for radio accounts in the Richmond sector, but the Commish—in a proceeding featured by much whispering about political influence—reversed Examiner John S. Bramhall early in 1937 and approved the shift of the Bryan station, which changed call letters to WRIL.

Provisions of Section 312 of the Communications Act form the basis for the revocation demand filed by George O. Sutton and his legal associates, while the petition is backed up by several recordings designed to show the rival transmitter has not been operated in conformity with the assurances upon which the Commish based its favorable decision in the question of moving the plant from Petersburg to Richmond. Under the statute, any station license may be revoked for, among other reasons, failure to operate in accordance with terms of the license or for false statements made in supporting an application.

Not Cultural

Citing festimony at the original hearing in January, 1936, the con-

Not Cultural

porting an application.

Not Cultural

Citing testimony at the original hearing in January, 1938, the conclusions of the examiner, and the Commish opinion. WMBG -spokesmen contend that WRNL has violated the law by not putting on the educational, cultural, and civic programs its officers said would constitute novel service. Claim is the station violated the tacit agreement it had with the Commish when the license was ground out.

Review of testimony shows witnesses testifying for WNRL assured the Commish that station would carry programs of distinctive nature, despite prospect they would be costly. Promoters harped on historical matter based on the state's romantic past, cooperation with the several prominent colleges and universities, special fare for shut-ins, and general non-commercial programs.

On the strength of these repre-

On the strength of these representations. Examiner Bramhall sentations. Examiner Bramhall told, the Commish the station would dish up programs of a type entirely different from the radio fare previously available to Richmond dialtwisters. He pointed out that the operators were not concerned about the profit-and-loss angle but were inflamed with a desire to educate the audience. These points were noted by the Commish, which overnode. Bramhall's recommendation that the plea should be denied, All-Commersh

All Commersh

Supporting the motion to gag the station. WMBG attorneys submitted recordings of the WRNL, programs for two days early this year. Analysis shows, the exhibits stated, that the preponderance of time was used in transcriptions and the schedule was almost filled with sponsored programs. In addition,

#### WASHINGTON BUZZ

RADIO

Washington, March 29.
Touchiness of the FCC during the present state of hostilities was demonstrated on several occasions last week, while the outcome of one bitter family circle row was Chairman Frank R. McNinth's health being so upset he had to remain home for three days. three days.

three days.

Personal animosity has reached the state where any increarcy—the records or press releases is a major issue. Consequently, the Commish voted 5 to 2 to expunge from the minutes a remark that Cominissioner T. A. M. Craven did not give advance notice—since nothing in the rules or customs requires him to—of his previous move to launch a monopoly probe. Then, a day later, a correction of a press handout was mimeographed restating the way the membership split on the question of renewing WCAM's license.

More fuel was heaped on by Com-

renewing WCAM's license.

More fuel was heaped on by Commissioner Paul A. Walker, who squawked about leaks concerning his voluminous, report on the telephone investigation. Without making accusations, he implied somebody was telling tales, in view of the amount of supposedly-confidential info being bandied outside the Commish.

Radio got caught in the middle again over the week-end with opposing forces in the fight over the Administration's departmental reorganization bill rushing to the milte with appeals to the electorate. Like last year's Supreme Court fight, when the webs had a hard time walking the fence and serving up time equality to both sides. ly to both sides.

Existence of underground pipelines between the FCC and Capitol Hill was revealed last week when one trouble-making politician sent an embarrassing query to a member of the Commish. Despite edicts against moddling, another member of congress learned promptly that the inquiry had been made and rushed around to his curious colleague. Second solon said he was attorney for the licensee about whom attorney for the licensee about whom information had been asked.

Generally exoected the D. C. Court of Appeals will culf the FCC's ears in settling the WOAI appeal against decision allowing more competish in San Antonio. And several Commiss examiners are waiting anxiously on examiners are waiting anxiously on, present practice o' getting confiden-tial advisory opinions from the en-gineering and leral denartments, which influence the Commish to over-ride their recommendations. Case in-volves use of unpublished info, which is not contained in the record, in reaching decisions.

WRNL was used for unwarranted attacks upon government agencies' and for controversial religious talks, the complaint says, while listeners were duped into thinking waxed

were duped into thinking waxed programs were live performances.

On two sample days, approximately 80% of WRNL's time was used in playing records and discs, the Commist was told. One day the schedule of 10 hours 45 minutes included only 1 hour 59 minutes of talent; another day, when the station operated 11 hours 15 minutes waxed programs filled up 9 hours 21 minutes of the time.

waxed programs filled up 9 hours 21 minutes of the time.

'If the Commission should find that the programs that have been recorded are not the type and character of programs proposed by the applicant in securing the permit, the Commission has been misled as to that which the applicant has proposed and that which the licensee has done since the order for and removal of the station was issued and the station placed in operation,' Sutton et al. summarized.

Thinks Radio Exchange Programs Help Cause of Peace

San Francisco, March 29 San Francisco, March 29.
Giving radio a large share of credit
for the fact that war in Europe has
been avoided thus far, Altred H.
Morton, manager of the Department
of Managed and Operated Stations of
the NBC told local newspapermen
last week that the ease with which
broadcasts by Hitler, Mussolini, British statesmen or other European

ish statesmen or other European leaders are arranged nowadays is to him, an indication of the improvement in international understanding brought about by radio.

Morton, who was in San Francisco for several days in the course of a tour of NBC stations, reviewed his own difficulties some years ago in lining up international broadcasts during his sojourn abroad as European mänager of RCA and predicted an ever-increasing number of proan ever-increasing number of pro-grams from across the sea

#### **WCCO-KSTP Fang and Claw** War for Publicity Breaks; One Moves, Other Has Anni

Minneapoli, March 29.
WCCO and KSTP are locked in a
virtual circus war of publicity pushing. Former is moving into new
studios and latter celebrating tenth

KSTP led off with a spray around

Anni.

KSTP led off with a spray around town of five-deck bridge cards honoring five former milkemen who've made big time: Jack Costello, Roger Krupp, George Watson, John Wald and Pierre Andre. Tag line: KSTP has many another ace up its sleeve. On the afternoon of KSTP's birthday party. WCCO will attempt to distract interest from it by having its biggies dined at festive board by Minn. State Medical Assn. commemorating tenth anni of the weekly broadcast on prevention and control of disease. KSTP, bit peeved at WCCO plan, is aiming to get hutk by having its engineers work overtime building its new high-frequency transmitter, hoping to have it in readiness to pop advance publicity for April 9 debut, which would remove some lustre from WCCO's moving into new quarters two days previously.

moving into new quirters two days previously.

Among those carded to attend, WCCO's exercises in new studios are Mefford R. Runyan, CBS' v.p.: Donald D. Davis, Ceneral Wills' prez; Gov. Elmer A. Benson: Mayor George E. Leach, Minneapolis; Mayor Mark Gehan, St. Paul.

On opening day new studios will

Marit Gehan, St. Paul.
On opening day new studios will be bombarded with blossoms dropped by navy planes; at night floodlights will play on building and 14 bombs blown off to signalize 14 years of broadcasting. blown off to broadcasting.

#### **KYW New Studios Due**

Philadelphia, March 29.
Leslie Joy, g.m. of KYW, has set weck of May 16 for opening of outlet's new seven-story quarters. Entire building, except first floor stores, will be occupied by the station. Two floors, however, will be left empty for expansion. No equipment has been ordered for them. Building has 225-seat auditorium underground and five studios, all with observation galleries. Has applied for juice boost from present 10 to 50 kws. Station owned by Westinghouse Electric and operated by NBC.

by NBC.

#### Woodruff in Washington

Woodruff in Washington
Columbus, Ga., March 29.
James W. Woodruff, Jr., mgt. of
WRBL, here, last week appeared in
Washington, D. C., before FCC seeking frequency change from 1.200 to
1.300 kilocycles and power increase
from 100 waits night and 250 days to
1 kw. day and night.
Woodruff was accompanied by
John Wesley Weekes, former Georgia
legislator, who spent several years in
Washington as member of FCC's
legal staff.

#### ALFRED MORTON'S SLANT WATE, WATERBURY, IN ALLIANCE WITH WOV

Waterbury, Conn., March 29.
WATR, Harold Thomas 190watter, has dropped WMCA-Intercity tie in favor of WOV as New
York associate and regional hook-up
with WELI, New Haven, and WNBC.
New Britain, as Connecticut Broad your associate and regional hook-up with WELI, New Haven, and WNBC. New Britain, as Connecticut Broad-casting System. Thomas affilialed with WMCA-Intercity last year when WBRY, rival Waterbury station, switched from Intercity to Colonial-Mutual.

Addition of WATR to WEILL WNBC intra-Connecticut circuit has already resulted in exchange of net programs among three allies. Estimated that regional has listening audience of about 500,000, about a third of state population.

Connecticut Broadcasting, System intermittently works with WSPR, Springfield, and WCOP, Boston.

## SYRACUSE

IS A RICH MARKET

Industry Is Diversified

**Factories Are Running** 

## WSYR

**SELLS** 

SYRACUSE MARKET

Buy Radio Listeners Not Just Radio Time



## IMMEDIATELY BY LARGE MID-WESTERN BROADCASTING STATION

\*WRITER — Thoroughly experi-enced. Successful radio strip show experience necessary.

\*PRODUCTION MAN — Experienced in production of various types of musical shows.

Send Detailed List of Past Experiences, References to

BOX 44, VARIETY, NEW YORK

NEW YORK'S No. 1 SHOWMANSHIP STATION Thousands of additional potential customers are dialing 1010 each customers are alaling 1010 each day for the extra big programs off 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

1540 BROADWAY NEW YORK CITY



ELECTED

#### **AMERICA'S FAVORITE SOPRANO**

No. 1 in the

HEARST RADIO EDITORS' ANNUAL POLL

SELL-OUTS COAST TO COAST IN CONCERT

"CHESTERFIELD TIME" Every Wednesday Evening at 9, E.S.T. CBS . COAST-TO-COAST

Monagement: METROPOLITAN MUSICAL BUREAU, Inc. magement: METROPOLITAN MUSICAL BUHLAU, Inc.

New York City

West 57th Street 113 West 57th Street

#### I AROR'S EXPERIMENTAL ON LET'S LOOK LIST

Washington, March 29.
Crack-down on experimental licensa-holders affected eight more
broadcasters last week as the Federal Communications Commission set
nother: renewal application from
one of the select group for hearing.
Request of Chicago Federation of
Labor for continuance of its permit
to operate an international broadcast station (W9XAA) was added to
the list of rare privileges which

on operate an author of the list of rare privileges which aminers must look into. Station was handed a temporary ticket which may be revolted at any time.

Orders to file applications for renewal licenses were issued to high-frequency experimenters, relay broadcasters, and television operators the campaign to find out what research is in progress was speeded up. Group given extensions of present licenses until May 1 includes:

WAXH, Spartanburg, S. C.

WAXWI, Detroit; WAXCA, Memphis; and W3XEX, Norfolk, high frequency transmitters.

ransmitters.

W9XAL, Kansas City, and W8XAN,
ackson, Mich., television plants.

W10XHB, and K11V, mobile relay

**ARTISTS** MANAGEMENT

PAUL

Chesterfield

Guests April 1st MILDRED BAILEY

BUNNY BERRIGAN

All Paul Whiteman Engagements Booked EXCLUSIVELY

by
Artists Management

IN'T GONNA RAIN NO MO' OW MOON, ONE EYED LOVE LD FASHIONED SCHAP BOOK

Address: 4351 N. Paulina St., Chicago

**GUS VAN** STAGE, SCREEN OF RADIO c/o Goldie and Gumm 1540 Brondway, New York

17 E.45#ST

## C C's WASHINGTON DOCKET

#### MINOR DECISIONS

Alaskat. KolBT. Rettollt. present license extended on emporary basis only, pending receipt of and determined on imporary basis only, pending receipt of and determined on the period only. It is a second license extended on Arizonas. KUMA, Yuma, resent license extended on Arizonas. KUMA, Yuma, resent license extended on the period ending the powers later than May 1: 6 attorned to the period ending the powers later than May 1: 6 attorned a KHSL. Chica, and KYMA, News-Press Publishing to, Sarata Barbara, present license, extended temporally, pending author in enewals, to May 1.

Idahe: KTPI, Twin Falls, present license extended temporally to May 8. Sternandsch granted extension of present those for period of two months.

itienas for preiod of two innotas.

Michigan: WKZO, Kalamazoo, upon its own mellon Commission set adde its action if, Feb. 9, extended to March 1, in granting the application of WKZO, inc., and directed that granting the application of WKZO, inc., and directed that cause to the commission of present licenses for a period of two months.

New Jersey: WCAM, City of Camden, Camden, granted canwal at license for the period ending Oct 1 (Commissioners Walker, Craven and Payne voting for 50 day excession).

nsion). New Mexico: KGGM, Albuquerque, present license extended inporacily, pendin activit on renewal application, until

temporarity, pendin action on renewal application, until May 1,
New York: WNYC, City of New York, Dept. of Pian and Spructures, present-license-extended temporarity, heinflow, re-relpts of and-determination upon application for renewal, for the period endin in no event later than May 1.
Norih Dakota: KIPM, John E, Cooley, Minot, license schemed (temporary basis of May 1.

Norm Dakona: NarW, John P. Cooley, Shinoy, Homes extended temporary basis to May I.

Oble: WHIO, Dayton, Present license extended on temporary basis to May I.

Pennsylvania: WEAR, Pittsburgh, present license extended on a temporary service of the secondary of the present license extended on a temporary service of the secondary of the secondary and business. WEST, Easton, granted apeclar temporary authority to operale simultaneously with WEBO, Harrisburg, from sunset to 11:30 p. PST, for the period in no event ending later than April 13, in order to bonalests pulltical regions of the secondary with WEST.

Texas: KEDM, Beamont, granted extension of present, lecius, for a period of two months.

West Virginia: WMNN, Fairmont, granted extension of

West Virginia: WMMN, Fairmont, granted extension of each license for a period of two months.

#### SET FOR HEARING

Hisole: WSNAA Chicago Pederation of Labor Chicago, pplication for renewal of international broadwast station cause (temporary liceuse, granted audient in whatever on may be taken by the Commission on renewal applica-

tion).

Tennessee: WtXBW, WDOD Broadcasting Core. Chat-tanogs, application for modification of liceuse (high fre-quency broadcast station), to operate transmitter by remote control.

#### **NEW APPLICATIONS**

Florida: W.I.K. Lakeland, authority, to transfer control of corporation from F. P. Marchent, D. J. Carey and D. Reller, D. Marchent, D. J. Carey and D. Reller, D. Marchent, D. J. Carey and D. Marchent, C. M. Marchen, Ralph Micholón (28 shares) and L. S. Micholl (5 shares); WFOY, Fountain of Youth Properties, Inc. St. Augustine, "hange frequency from 1910 to 1430 kc, boost night power from 100 watts to 260 watts.

Natis.

Lowar: Edward Breen and Allen R. Loomis II, Fort Dodge, new mistion to be operated on 1370 kc with 190 watts ill

Kanner: W. B. Greenwald, Topeks, New station to be operated on 1370 kc with 100 watts nights, 250 watts lay contingent on KCMO, Kannas City, Mo, being granted 1400

). Maryland: WJEJ, Hagerstown, change hours of operation on specified to unlimited and jum night power from 50

kel) in signification of the state of the st

KPAC. Port Arthur. foliage. Port Arthur, change y from 1280 to 1220 kc, change hours of operation stime to infimiled using 500 watts, make changes in int, install directional antenna for night use.

#### **EXAMINERS' REPORTS**

sas: New station request of . T. Griffin, Smith, be plowed under with prejudic. Examiner P. W. devlared after deciding that Griffin's nection to devlared after deciding that Griffin's nection for the control of the c

In his if-page, report, examiner referred many times to the fact link a broadcast station is a public utility and not a comm. carrier. Referred to Travelers insurance subside legal marionelies, to do the hidding of his master, the payons company. otherwise rapped the proposal to shuffle

simultaneous with KRLD at Dellas (which it has been doing to nearly five vers) and Jicenses for spich of the Your aspondand short-wave stations, WINEH, WINEH, WINED, WINC and contend short-wave stations, WINEH, WINEH, WINCH, WINC and Altoness. WITC were Duke M. Pattle. John W. Guider, Karl A. Smith and Lester Cohen.

Hindset, O. Smith and Lester Cohen.

Hindset, O. Smith and Lester Cohen.

Hindset, O. Smith and Lester Cohen.

Jopanether of the State Cohen.

Jopanether of the State Cohen.

Jopanether of the Cohen Cohen.

Jopanether of the State Cohen Cohen.

Jopanether of the State Cohen.

Jo

ohnes.
North Carolina: (1) New station for Salishnry, to be operon 1500 ke with 100 wates nights, 250 watts days, was
ecommended by Examilier Berry.

on 1500 Ke with 100 watts slights, 250 watts days, was recommended by Examiner Berry.

Desire of the indmont Broadcasting Corp. to construct a transmitter coxing approximately \$23.50 strus from the possibility that revenues of the static would jump approximately \$12.50 strus from the possibility that revenues of the static would jump approximately \$41.50 per annum, Some 25 signed contracts, showing tentatively aubscribed advertising time, weis introduced contracts the static would according to the report, is a request or a 1 kw playtime station, to operate on 1340 kc, now pending before the Commists. Operation of both sistings in the same rown would cause intolerable interferince and granting of one application, would preclude the granting of the collection of the static stat

tharbotte, N. If the latter station were granted a pending remeat.

The property of 5500 to with 100 valit, WDNO-cashed Now persons on 400 KC, with 1 ke, until a directional antenna night. Represented by Gorge O. Satton, Ashley L. Hawken and Janues L. Profill;

South Carolina: National profile of new sistion at Charleston, was relicouraged by Examiner Berre, now the approach at the plea of Y. W. Sardborough and J. W. Orvin, Berry pool-ponded complaints at the liberty Life Insurance Companies of the region of the request would with the new traumitted.

Mine and the plea of Y. W. Sardborough and J. W. Orvin, Berry pool-ponded complaints at the liberty Life Insurance to the companies of the region of the request would with the new traumitted.

Mine and the person of the person o

#### EQUIPMENT DELAYED-REGULATIONS DITTO

Washington, March 29.
Lack of acceptable equipment caused the third successive post-ponement last week of effectivess of the rule requiring all broadcast stations to use frequency monitors. Fediral Communications Commission stalled the regulation for another six months, making the latest effective date Sept. 15. two years behind schedule.
Rule would hit relay, international television, facsimile, high-frequency and experimental plants. Apparatus does not have to be approved by the Commish.

#### Miss Spriggs Ballys WORL Boston, March 29

Boston, March 29
WORL has hired a p: , thus t
coming only indie station with
praiser.

praiser.

Ballyhoorayer, Marjorie L. Spriggs, is also the first femme p. . in Boston radio circles.







# DON

WOR\_

12-12:13 BOSCO

# NETWORKS SOON LANNY GREYS IYHM SCHOOL OF THE AIR Pupils of the Class McHugh-Platinun-volent Pictus (thehards-Tocale of Soine and Larmy-Comiliaation of Swingstone and Larmy-Comiliaation of Swingstonindicated for Soin-

King. And Louny Grey as the Rhyth

#### PAT BALLARD

U.S. RUBBER CO. ALEMITE PROGRAM L U.C. KY STRIKE: FOR D. MOTOR CO. SOCONY-VACUUM C.H.E.S.T.E.RFIELD Management COLUMBIA ABTISTS, Inc.

# 'THE O'NEILLS"

NOW RADIO'S MOST POPULAR, FAMILY BRINGS YOU MORE

AUGHTER TEARS AND HEART-THROBS

MGT. ED WOLF-RKO BLDG. NEW YORK CITY

#### Ben Gimbel's Campus Scour for WIP Salesmen

Philadelphia, March 29.
Plan to take seniors from surrough an intensive eight-week
course for posts in the sales department of WIP projected by Ben Gimbel, station's prez. Studes will spend
three hours daily at the outlet studying every branch of the industry, so
that at graduation time they will be
fully qualified to sell time.

Prof. Include Jim Alban program

Frois include Jim Allen program director; Ed Wallis, production mandager; Murray Arnold, publicity, Clin fact, ager, Murray Arnold, publicity, Clin sales, First choice for run through this mill'is Paul Kane, of Villanova, Kolin D. Hager, WGY, Scheneclady, N. Y., manager, appointed to findle from the continue membership on the World's Fair National Advisory Comedi on Radio.

#### KOMA Asks 50 Kw

Oklahoma City, March 29.
Hearst Radio, Inc., operator of KOMA here, has asked the Federal communications commission for an increase in power from 5 to 50 kilowatts, for permission to install a new transmitter and a directional antenna for night us.
Previous request had asked power increase from 5 to 10 kilowatts.

#### Lester Looney's KPO Chore

# COUNT DAYTIME PLUGS

## Lawyers Bone Up on Music

Joe Morris' Ball Ball' suit trial was highlighted by a coips of the-strical attorneys, with stenographers, who crowded the courtroom when it was announced that on the following day Dr. Sigmund Spaeth, an expert witness for Morris, would discourse on the evolution of pop music from the 17th century up. Since 'expert' witnesses such as Spaeth usually get a fee of some sort for their services, the lawyers figured they'd assimilate something on the cuff.

figured they'd assimilate something on the cuff.

An important legal point was the Bud Wilkie'n. Sarally Bros.' suit over 'Starlight,' which Santly lost. It established an important legal precedent in Wilkie's favor that:

wasn't necessary, so long as similarity was established. Odd part of this victory for Wilkie is that the Santly firm—now known as Santly-Joy—has filed a report with the special master that their song, 'Starlight,' while a moderate radio-plug hit, actually lost \$7,000 since it got a lot of plugs which cost the publisher heavily lost its exploitation but sold few copies.

"U. S. Supreme Court recently, denied a writ of certionar to review the Wilkie decision which now stands as a bad note for the music publishing industry whenever similar litigations should arise.

## Don't Kill a Good Thing

American Society of Composers, Authors and Publishers is now a big business. It's in the more-than \$5,000,000-a-year class. It's a sweet proposition for the music men:

Trade fully appreciates how ASCAP has developed from its inception in 1914. From an incidental annual income of less than \$20,000 to \$5,000, 100 1938 is sugary music to Tin Pan Alley. It's no longer a by-product proposition—it's the major source of revenue to the music publishers and songwriters.

It's true, too, that of all the sundry branches that mak up show big, the shrewdest manipulation and unnecessary skullduggery goes on in the pop music end. Music men will probably be the first to concede it. But unfortunately, the self-righteous song exploiteer will invariably point to his conferces as the offenders: If there's any breach of trade etiquette, it's always, him', not 'me.' On the other hand, business contemporaries often point at the 'righteous' ones as slick and suave at trade maneuvering.

Now comes ASCAP. Here's a Big Business, and the boys who cut up those \$5.000,000 melons are starting their mathematical percentages working. How to chisel an extra cut for themselves? How to cut down on the newcomers, the upstarts? How to keep the lion's share among the elders, and give the crumbs to the youngsters, until they, too, attain their proper majority and prestige?

Whatever the reasons, there's inside manipulation anew. At first they decided to pay off on a performance basis, the more plugs and the more radio usages, the more points, which in turn governs the size of the royalty melon. Now comes a new thought, yet an old lele's go back to the old system of royalty divvy. Never mind the plugs; mind the performances. Let's pay off more on pressige, seniority and availability—and, but not mentioned in so many words, an arbitrary means of cutting up the scale.

There are a number of reasons back of all this. At started with the film companies buying up music publishing interests and extending their holdings. That split ASCAP into three major groups—the Warner Bros. ic firms, Metro's companies and the Dreyfus brothers' companies.

From this condition developed the idea that the hope of the indic music publisher was to ape their more affluent elders. Go out and (1) get a fock of plugs, and (2) buy up as many old catalogs and copyrights as possible. The plugs must compel a performances consideration; the size of the catalog, would insure consideration for that ASCAP intangible—"remority, and availability."

Having done that, now, the ASCAF elders are complaining that the competition for the plugs has developed the bribery evil into racket. Also, that the bidding for old copyrights has created contractual schisms through buying up-rights from widow. states or one-half of the song is sold by the britiest to one-firm and the other half, owned by the composer, to another publisher.

This is sketchy telling of a very complicated business. In Pan Alley as always been that:

Don't let it go that far! American Society of Composers. Authors and Publishers is too indispensable and too worthy. Its collective bargaining is thoroughly legal, despite all the anti-ASCAP legislation to the contrary, it's the most practical means of merchandising music. It's a great convenience for the music users, even more so than the writers and publishers. But from within, there can also be exercised an ameliorating and more ethical trade practice in dealing among themselves. well as with the But, from within, there can also be exercised an al-ethical trade practice in dealing among themselves, copyright licensees.

## Inside Stuff—Music

Use of non-union musicians at a Philadelphia political rally opening the Use of non-union musicians at a Philadelphia political taily opening the campaign of Charles Alvin Jones for governor last Fiday night was charged by Tootics' local. In a telegram to John B. Kelly, Démocratic chalrman, A. Rex Riceardi, secretaily of Lecal 77, wrote, This action on Your part is an affront to union musicians specifically and to organized labor general. He explained that the always looked forward to political campaigns for employment of bandsmen, who have had tough

going in recent years.

Outfit complained of was Elias Myers String Band, Kelly replied that it was an amateur group and its presence wasn't solicited.

Infringement suit over Bendamin H. Burt's The Little Pig Got Up and Slowly Walked Away! is stated to come up for trial before Judge John C. Knox in the Federal court, N. Y., next week. F. B. Hawiland Publishing Co., owners of the tune's copyright, has named Edward B. Marks Music Cup: and Frederick V. Bowers as defendants. Haviland claims that Bowers' composition. The Tole of a Pig! which Marks published, is a lift of Burt's ditty. The Little Pig was published in January, 1934, while Bowers' number came out in 1935. Haviland wants an injunction and an accounting.

## MORRIS' IDEAS STIR SQUAWKS

WB and Metro Publishers Favor Freeing Music Publishing from Reliance on Handful of Big Radio Programs—See Housewife as Worthwhile Sheet Music Market

#### MANY HEDGING

Latest issue which has stirred up considerable argument in the music publish industry the campaign initiated by Edwin H. Mor-

gen. mgr. of Warner Bros. music interests, to break down the plug-rating monopoly held by bands with night-time broadcasting assignments on NBC and Columbia With the Robbins-Metro-20th pub-With the Robbins-Metro-20th pub-lish combine supporting him, Mor-ris has arranged for revised method of counting network pigs. Accurate Reporting Service will hereafter: supply these firms capitulations of current tunes per-formed from 8.a.m to 1 am on not only WIZ. WEAF and WABC but WOR, Mutal's New York key. Paramount's Famous-Music also favors the move but to a limited

WOR, Mutual's New York key.

Paramount's Famous Music also favors the move, but to a limited degree, says Lou Diamond, its head, for fear that it may become a Frankenstein and hurt the entire music business. Harry Link, for Berlin's, favors it, but awaiting Saul Bornstein's return from Holly wood later this week.

It Morris' contention that the pressure must be tiken off the night-time plugs for the good of the business. By making every plug during the broadcast day count commercial programs will be broken of the habit of only considering those numbers which have managed to make, the top through the contisting with and dictates of right-time bands. Morris sees no reason, why the musical program addressed to the housewife during the day shouldn't rate even more importantly from the viewpoint of stimulating sheet sales. If the daytime audience is good enough for Proteor & Gambie and General Mills to make program investments of \$8000,000 a year between them it ught to be good enough to unrit the special attention of the music publishing business.

Kill-Em-Off Squawks

#### Kill-Em-Off Squawks

tion of the music publishing business.

Kill-Em-OR Squawks

Under the system disch his prevailed for ars the Accurate Reporting Service has sonfined its count to the number broadenst between 5 pan and 1 am. The poponents of the Morris idea declare that if it becomes the accepted thing they will be forced to double, if not triple, their exploitation costs. They declare that the new system of counting plugs will give disytime mike performers exagerated ideas of their worth to the music business. This same camp holds that the fact that the film producer controlled publisher, are sponsoring it, is stifficient indication that the latter with their unlimited exploitation; bank-rolls, are only concerned with further intremeding themselves in the music business and to the deliriment of the small fellow.

Morris has also taken the position, but the time has come for the music industry to get out of a lot of ruls and rooss-grown way it it is to present the state of the small reliver. The present is sheet substance by confining their contacts to a small number, of bands and singers and averlooking entertainers who ach millions of exceptionally faithful listeners during the resolution from acceptance of the small reliver. The substance with the production of the small containers who ach millions of exceptionally faithful listeners during the resolution is songiluagers warking due and madue operandia but if they wand to continue with the music business they will have to (Confinitud on page 45).

(Confinued on page 48)

## Infringement Trial a Musical Comedy With Singing Witnesses in New York

#### 'Leopard's Lament'

Philadelphia, March 29, Clay: Boland, Philly dentist, who has authored, many potunes, cleffed one on request for Zoo Week, being sponsored by socialities here for the zoo, and a local-hospital. He tagged the tune Leopard's Lament. Name was quickly changed, however, to Zoo Week when it was found that because of hospital tie-up it was giving people the jitters. It was constantly mistaken for Leper's Lament.

## FEWER FILM **SONGS SEEN AS AID**

Disk makers take the attitude that any curtailment of the filmusical cycle in Hollywood may prove bene-ficial rather than handicap. It cycle in Hollywood may prove bene-ficial rather than handicap. It must mean lessening of the number of picture songs ground out, and this is something the Hollywood-affiliated music-pubs-also welcome. That gives the tunes better chance for longevity and means that only the superior tunes will assert them-selves.

lves. While the screen ballyhoo is in-extraordinarily valdisputably an disputably an extraordinarily val-uable impelus to new sons, and has also helped recording artists who might be on the wax (Bing Crosby, et al.), there's always the radio, say the diskers. Becaus the average film star is, also as big a star on the radio, and on the records.

## Dana Suesse Suing Billy Rose's Casa

Dana Suesse, composer, has brought suit in N. Y. Supreme Court against Billy Roses Cusa Manana, N. Y. aleging that the nitery is using her missic without authorization, Asks for an accounting of funds realized from the use of her music. Claims it was written for music. Claims it was written for the Frontier Fiesta. in Texas, and the Cleveland, Aquacade, both pro-duced by Rose last year. She alleges Rose's use thereof at his New York

Hoses use thereof at his New York nitery is a violation of her property rights.

Cas being handled for Miss Suesse by Howard E. Reinheimer.

Femme tunesmith and Rose formerly collaborated on a number of non-some.

pop songs.

GENE BUCK'S SON IS

HOLDING OWN IN HOSP

atte. with and the public of the Musicing, Mutual Protective association following a vertice of the free population of the solid faith and fair dealing. Fixing of the amount followed a heated session of the board and was levied the ground that Leonardi had sinced with George, Blumenthal, prevy of the California Opera Co, which had been perion from thospital, Minetola, L. I., last Wedies of the youngster attroat which agent had been perion from bloshers, but you performed upon the boy at the Nassuth hospital, Minetola, L. I., last Wedies with plans series of 40c-to-81 grand operas the Shrine Auditorial bears of Buck's inability to fittend the publishers faction of the American Society of Composers, a tution and publisher postprend indefinitely meeting which had been period faithful the many carried indefinitely meeting which had been generated indefinitely meeting which had been period to the provided of the

With planists, yodelers, and special recordings part of the proceedings the song infringe-ment suit involving Joe Morris' Met Her on the Beach of Bali Bali, Judge Mandelbaum's tribunal in the N. Y. federal district court last week resembled musical comedy. As a result, after the first day, s.r. oblained through the rest of trial. Scati were at a premium with crowds waiting a half hour before sessions started

started.

Joe Morris Music Co. Abner Sitver, At Sherman and Jack Meskill
eventually won the suit brought by
Jack Darrell, who authored composed and published Does Anybody.
Want a Little Kewpic? upon which
he sited.

Want a Little Kewpic? upon which he sued.

Trial lasted three days. Raled great show, nof without its comedy relief. Principals from the laff end were Silver, who composed the sued-upon song, 'Ball Bali,' and Dr. Sigmund Spacth, music critic, who was one of the expert witnesses for the defense.

one of the expert wilnesses for the defense.

Dr. Spaeth sang and yodeled while on the witness stand, to prove his testimony that 'Bali Bali' really founded upon a familiar Alpine-yodel strain. He performed at the portable piane brought into court, and boomed forth in Justy yodel to prove his points.

Silver, when testifying in his own-tehulf, agreed likewise, "Asked if he'd ever been to the Alps, he said yes." Asked, whether it was the Tyrolean or the Swiss Alps, he said, No, the Jewish Alps." He explained forther, "That means the Catskill Mountains," Mountains.

Mountains?

David Bernstein, attorney for Darrell, the plaintiff, asked how do they yould in the Jewish Alps and Silver gave out with an oi-oi type of chant. Judge Mundelbaum wanted lo know whether he didn't mean they yodeled 'Dei Mir Bist Du Selinen?' and altornev Julian T. Abeles, who successfully defended the suit, joined in the fun by observing that probably it was 'Bei Mir Bist Du Yodel.'

Case was a tough one in that both

Over Use of Music

Suesse, composer, has suit in N. Y. Supreme Gourt Billy Rose's Casa. Manufacture and the suit in N. Y. Supreme Gourt Billy Roses. Casa. Manufacture is sours. To this Judge Mandelba Billy Roses. Casa. Manufacture is sours. To this Judge Mandelba wanted to know whether composer is music without authorist. "Ball' was a hit for the Morris Co. and its remain accounting of and could have ment heavy damalized from the use of her ages in case of an adverse decision, Claims it was written for but Judge Mandelbaum held for the form the use of her ages in case of an adverse decision, Claims it was written for but Judge Mandelbaum held for the form the use of her ages in case of an adverse decision, Claims it was written for Morris Co. There was jury.

#### Coast Musicians Slap \$500 Fine on Leonardi

#### Producti SOR AS A Century-Fox P IRENE 20th EET From the 20th SKI 7 WAY HAT Edgar S Parish Goodman, E **8** BNSAV (3) T. NO O 10 U <u>س</u> Mitchell 0 0 -Ó 0 Smith 12 = By Stuff Ú Parish 2 0 U MET is Prima, Mitchell and Jimmy Klaer Â 3 HAVE Louis HERE OVE TO WHISTLE BY MCHUSH and Adamson in the New Universal Production was a production when Apount Music"

## SHUBERTS' 23 **SUITS MYSTIFY** WARNERS

With the nine suits added last week, the Shuberts have a total of 23 actions on file in the New York surpeme. court against Harms, Inc., Warner Bros. subsid. Last week's batch, like all the others, was brought in the name of April Productions, Inc., and seeks \$890.000 in damages. All actions claim that Harms had without authorization permitted the broadcasting of show tunes controlled by April Productions and seek to collect the profits alleged to have been made by Harms through such broadcasts. Warners' legal department de-

through such broadcasts.

Warners' legal dopartment declares that the motive behind this avalanche of litigation has it mystified, unless the cause is related to an accounting dispute which has prevailed for years between Harms and the Shuberts. Harms had answered a money claim from the Shuberts with a counter-claim for a still greater amount. This controversy remainsunsettled.

In only one of the suits, say the

er amount. This controversy remainsunsettled.

In only one of the suits, say the WB lawyers, have the Shuberts cited any broadcast outlets which they alleged used numbers controlled by the producers' copyright holding corporation, April Productions. This citation, had to do with the 'Student Princs' score and those named were CBS and WMCA. N. Y. Warners maintain that it over two years since Harms informed the American Society of Composers, Authors and Publishers that this publishing firm had nothing to do, with the radiorights of the scores in the April catalogs. ASCAP has undertaken the defense of the suit in which the stations were named on the ground that the composer—involved, Sigmund Romberg, is a Society member—and that under his contract with ASCAP the licensees of the Society titled to the use of his works.

Show scores listed in the latest batch of Shubert suits are 'Artists and Models of 1927 and '1928.' Madacap,' Greenwich Village Follies,' A Night: in Spain,' The Nightinsale, 'Sky High,' Sunny Days,' Cherry Blossoms,' Under the Red Robe,' Love Call' and 'Studio Girl.'

#### Daytime Plugs

(Continued from page 47)

adapt themselves to the new order of things quickly.

#### Bitterly Opposed

Bitterly Opposed

Clash of publishers' viewpoints toward Morris' proposal became intense over the week-end. Lou Diamond, head of the Famous and Paramount Music Corps, with whom
Morris had originally discussed the
plan, declared himself Monday (28) as bitterly opposed to taking any
such step without first giving the
entire music industry an opportunity
to debate it. Diamond asserted that
anything so radical in purpose should
be treated as an industry policy, and
that it was obvious that Morris by
his tactics was intent upon pushing
the rest of the music, business into
his plan.

By extending the plug survey to

the rest of the music, business into his plan.

By extending the plug survey to cover the entire broadcast day Morris and his supporters, contended Diamond, would only succeed in making, the competition so much tougher for the small publishers. Most of these, he said, cannot afrord to maintain, the staff increasary for IT-hour coverage around the stations and dine-and-dance spois, with the result; that a lot of them will be forced out of business. From other opponents of Morris has projected something that When as the property of the stations are considered to the stations of the stations of the stations of the stations and dine-sund-dance spois, with the result; that a lot of them will be forced out of business. From other opponents that Whoris has projected something that will boost their expenses substantially when as the happens, they have been considering reducing their staffs because of seneral conditions. This frank element holds that Morris' idea is poor committee from eyery and and it challentess Morris' argument that the housewife audience can be made an especially profitable source of short revenue.

VAMERY', breakdown of nelwork rolugs in the current issue is based on the count from 8 a.m. to 1 a.m.

Lineky Millinder has switched management again this time to Century Orchesters. Play arely ball-room, N. Y., for week April 3.

## Breakdown of Network Plugs, 8 A. M. to 1 A. M.

Following is an analysis of the combined plugs of current tunes on WEAF, WIZ, WABC and WOR computed for the week from Monday through Sunday (March 21-27). Grand total represents accumulated performances on the two-NBC-links, CBS-and-Mutual from 8.a.m. to 1.a.m. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, 'denotes film song,' tegit tunes, and 'pop' speaks for itself.

sorea programs. I	n Source column,	denotes him song	, tiegit tunes, and pop speaks	Grand C		mmer	
Title		Publisher	Source	To	tal	cials	Vocale
Please Be Kind		Harms	Pop	4	3	15 9	52 36
There's a Goldmine	in the Sky	Berlin	Pop	4	2	8	29
You're An Educati	On	Remick	Pop	4	2	5 8	23 28
Thanks for the Men	nory	Paramount	*Big Broadcast	3	8	14	28
Sweet as a Song.,.		Robbins	*Sally, Irene and Mary	. 3	7.	8	24
On Sentimental Sid	Love Me?	Famous	*College Dwing	3	3	4	28 24
Heigh-Ho		Berlin	*Snow White	3	2	14	20
Dipsy Doodle		Lincoln	Pop	3	2	7	20
In My Little Red Bo	ook	Marks	Pop	3	0	2	20 13
I See Your Face Be	fore Me	Crawford	Between the Devil	2	9	4	21
Always and Alway	S	Feist	*Mannequin	2	9	5	23 15
Good Night, Angel.		Berlin	*Radio City Revels	21	8	3	20
At a Perfume Coun	ter	Donaldson	Casa Manana Revue	. 28	8	2	18
It's Wonderful	K	Robbins	Port	20	7	4	11 19
I Can Dream, Can't	12	Marlo	Right This Way	2	5	3	19
Two Bouquets		Shapiro	Pop	2:		1	12
Romance in the Day	rk	Paramount	*Romance in the Dark.	22	1	3	12 19
I Was Doing Allrig	ht <del> </del>	Ghappell	*Goldwyn Follies	_ 2	2	4	16
I Simply Adore Vo		Ager-Vellen	Pop	22		4	13 14
Ten Pretty Girls	"	Crawford	Pop	20	5	6	12
I Love to Whistle	A A S. M. Wall	Robbins	*Mad About Music	20	3	5	12
Hometown	w Apple Tree	Crawford	Pop	10	1.00	8	17
Good Night, Sweet	Dreams	Shapiro	Pop	î		3	7
Gypsy in My Soul.		Words-Music	tFifty-Fifty	18		6	12
You're a Sweethear	t	Robbins	You're a Sweetheart	18	3	2	11
One Song		Berlin	*Snow White	1	7	2	12
Just a Simple Melo	ody	Witmark	*Script Girl	17	33.	1	5 2
Moon of Manakoor	a	Kalmar-Ruby	*Hurricane	16	3	3	13
Bewildered		Miller	Pop	16	3	1	12
I Fall in Love with	You Every Day	Famous	*College Swing	15		1	10
The One I Love		Feist	*Everybody Sing	1:	5	3	8
Don't Be That Way		Robbins	Pop	15		1	4
Old Apple Tree		Witmark	*Swing Your Lady	13		3	12
Garden in Granada		Southern	Pop	13	3	0	8
Swingin' in the Cor	π	Rerlin	*Radio City Boyels	113	3	4	10
It's Easier Said Tha	n Done	Olman	Pop	12	2	1	10
Shack in Back of the	ne Hills	Morris	Pop	12	2	1	8
I Live the Life I L	ove	Words-Music	tFifty-Fifty	1		2	8
Love Is Here to St	ay	Chappell	*Goldwyn Follies	11	1	0	7
Three Blind Mice	un	Red Star	Pon	11	19 M	4	6
Rosalie		Chappell	*Rosali	11	1.5	2	4
My Heart Is Taking	ue	Exclusive	Pop. Phythm	11		3	3 9
I Can't Face the M	usic	Remick	Pop	10	j.	1	8
Somebody's Thinki	ng of You Tonight	Schuster-Miller	Pop	10	0	1	6
Who Are We to Sa	y?	Cnappen	*Girl Golden West	10	4	0	4
Did an Angel Kiss	You?	Famous	Pop	10	Ó	Ō.	
Nice Work If You C	Can Get It	Chappell	*Damsel Distress	10		5	
Oooh Boom		Santly-Joy	Pop			1	8
In the Still of the	Night	Chappell	*Rosalie			3	. 6
Serenade to the Sta	ars	Robbins	*Mad About Music	,		1	3
On the Sunny Side	of Rockies	Hollywood	*Roll Along Cowboy		•	0	2
Joseph, Joseph		Select	Pop.		1.5	1	6
Two Shadows		Witmark	*Two Shadows		3	•	. 6
Once in a While		Miller	Pop	1	8	1	5
Coffee and Kisses	90	Paramount	*Her Jungle Love	3	C 1 2	i	3
I'm in a Happy Fr	ame of Mind	Mills	Pop	. 1	8	Ī	3
Some Day My Prin	rooniight	Robbins	Snow White			9	3
You'd Better Chan	ge Your Tune	Ager-Yellen	Pop			i	2
- Taboo		Southern	Source Pop		8	0	0

#### LARRY CLINTON OPENS GLEN ISLAND CASINO

Larry Clinton and his Victor-NBC band goes into the Clen Island Casino, New York, when it reopens May 24 under its former managent, Lockwood Conkling.

Previous mention anent Harry Green, a brother of Will Green, vaude agent, merely concerned a booking deal, not managerial, but that didn't go through.

#### Music Notes

Hoasy Carmichael and Frank Loesser planted their number, 'Small Fry,' with Paramount for 'Sing, You Sinners.'

Warners assigned Maury Rubens to write the musical score for the forthcoming personal appearance tour of Bobby and Billy Mauch.

Bob Wright and Chet Forrest cleffed a new number, 'Judgment Day, which Metro will use in 'The Toy Wife.'

Gus Edwards' Orange Blossom Time, written in 1929 for Metro, was used by the National Orange show at San Bernardino, Calif., as its of-ficial song.

Jed Buell purchased 'Paradise Valley,' written by Harry Tobias and Lew Porter, for in a Fred Scott musical western of that title.

Adolph Dautsch, composer ar-

ranger, checked off the Warner lot, after being under contract for a year. He was originally signed by Mervyn LeRoy, with Warners taking over his pact when LeRoy moved to Metro.

Peter Tinturin and Jack Lawrence are cleffing five songs for Republic's Romance on the Run.

Edward Ward turned in the back-ground music for Metro's 'Hold That Kiss.'

Irene Franklin sold her song, Heaven Knows I'll Do My Best, to Progressive Pictures for use in 'Wayward Daughters.

MUSIC FROM MILLER

## MORE THAN EVER **BEWILDERED**

WHEN THE STARS GO TO

WHAT ARE YOU DOING THE REST **YOUR LIFE** 

YES, THERE AIN'T NO MOONLIGHT

(SO WHAT?)

MILLER MUSIC INC. 1270 SIXTH AVENUE, NEW YORK CITY

### 15 Best Sheet Music Sellers

(Week ending March 26, 1938)

Feist
Baulin
Berlin
Berlin
Rerlin
Shanire
Shapiro Chappell Crawford
Crawford
Crawford
Select
Harms
Chappell
Kalmar-Ruby
, Remick
reduction sone

### The others are pops. REFUGE FOR

## **PERSECUTION VICTIMS UP**

When the Songwriters Protective Association meets this afternoon (Wednesday) at the Victoria hotel, N. Y., a proposal will be made that something be done to enable composers of Central Europe to turn to the United States as a haven from

oppression.

How these refugees are to be provided for in this country will be the major point of discussion on the topic.

#### Elmore White's New Job

Elmore White has joined the Kai-mar-Ruby music publishing concern as manager of the New York office. James Durkin, who opened the branch, stuys on as White's assistant. White, who up to a couple, weeks ago was professional head of the Paramount Music Co., has been made a partner of the Kalmer-Ruby setup Kalmar-Ruby maintains its head-quarters on the west coast.

#### Reichner-Boland as Team

Philadelphia, March 29.
Philly's best known composer and lyricist have tied up in a permanent

team.
They are Bick Reichner, who did lyrics for New Faces and three recent Mask and Wig shows, and Clay Boland, who did both words and music for the last three Mask and Wig productions.

Jelesnik's Salt Lake Stay
Eugene Jelesnik stays at Utah hotel, Salt Lake City, Utah, until Labor
Day. Went out on an eight-week

Airs over KSL thrice weekly from

#### NAG CLASSIC CLAIMED

Old Grey Mare' Under Copyright Held by Joe Morris

Joe Morris Music Co. last week nade its initial move in a drive to enforce the firm's claim to the copy-right control of 'The Old Grey Mare.' General impression held by the publishing trade and mechanical licensees was that the number belonged in the public domain. In addition to warning publishers against continuing to print the number without authorization from the copyright out authorization from the copyright owner, Morris has asked Harry Fox, as agent and trustee, to collect synchronization fees on 'Mare' from several film producers who for the past several years have used the time without obtaining the required licensee.

past seven.

Description of the required licenses.

Mare', was originally copyrighted in 1915 by the Panella Music Co., of Pittsburgh. Two years later Panella assigned this copyright to Morris. What started the Morris firm's current activity on the tune was a complaint that it received from Panella several months ago. Panella wrote that the tune had been caught, in a number of pictures and that it is curious to know why it had not received its share of such license money as provided for in the assignment contract.

iract.

Morris subsequently instituted a thorough check on the validity of the copyright and became convinced that its rights were clear. Only tinge of similarity as to melody or theme that Morris could find was that contained in a ministrel number, 'In Alabam,' published in 1853, but there wasn't enough relationship to form what might be considered a melodic basis. melodic basis.

Maya and his Cuban crew renewed for fifth time at Ambassador hotel, N. Y.

Anthony Trini cut of Roseland ballroom, Brooklyn, N. Y., and tour-

#### Harry Owens Succeeds Heidt at N. Y. Biitmore

Harry Owens, songwriter-maestro, comes into the Hotel Bilimore, N. Y., July 16 for 'n indef stay, succeeding Horace Heidt. Latter goes out on one-nighters, presentation tour, etc., returning to the hotel in December and set there into the summer o' '39.

Owens is the author of 'Sweet Leilani' and is currently at the Beyerly Wilshire hotel, Beverly Hills, a booking that coincided with the Acedemy award to him for the best 1837 filmusical contribution. He is:

Accdemy award to him for the best 1937 filmuscal contribution. He is better known for his long stays at the Royal Hawaii Hotel, Honolulu, which accounts for this American's strong hula influence in his song compositions.

San Francisco, March 29.
Harry Owens' orchestra will follow Roger Pryor into the Hotel St. Francis if MCA deal goes through. Engagement is for four weeks with opening date April 12. Owens was at the Sir Francis Drake just a few months ago.

### FERDE GROFE'S CARNEGIE REPEAT

#### By ABEL GREEN

Ferde Grofe is no newcomer Carnegie Hall, New York. He has been performed before in that sanctum of culture, either by Whiteman or by himself. Last Friday's (25) concert by Grofe and an augmented sympho-syncopation orchestra was a repeat, under auspices of Mrs. W. R. Hearst's free milk fund, and it

repeat, under auspiees of Mrs. W. R. Hearsts' free milk fund, and, it prised some things Grofe has done before. It also premiered a number of other works, and all in all it got over with the same enthusiasm that usually-attends these sort of rostrum endeavors whenever Tin Pan. Alley and Radio City blend talents within Carnegie's sacred musical portals. Leonard Liebling commentatored, Jane Pickens, soprano, soloed, as did Lucille Manners, Instrumental soloists, were Herman Wasserman, pinnist, Abrasha Borodkin, cellist, Teed off with Grofe's Killarney, an Irish rhopsody. Then 'Wanderlust', Two movements from symphony suite by Julian Work (premiere); Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, another preemistry of the Charles Wakefield Cadman's Trail Fictures, and the Charles Wakefield Cadman's Trail Fictures of the Charles Wakefield Cadman's Trail Fictures of the

Milton Rosen); given its first N.Y. performance.

Grofe's novel and colorful 'Holly-wood Suite' performed by him once before reopened the second half; thence June Pickens' solo by Vittorio Giannini, with the composer at the Steinway.

Perhaps the most colorful of the premiered works, slided The Melodic Decades; by Grofe, was after an idea by Joseph R. Fliesler, who is pador the American Society of Composers, Authors and Publishers, and which work is dedicated to ASCAP. It was a symphonized jazz interpretation of Americana from Stephen Foster through 'There'll Be' a list Time in the Old Town, through the pre-Whiteman Negroid jazz rhythms, the smoother Whitema blend of Three o'Clock in the Morning, 'Japanese Sandman,' etc. contrasted to the ecrie birbaric Ted Eewisigms, and down into the present.

Herman W. serman, planist-instructor, who ha, tutored many a name compact-artist, premiered his own-pare phrases for Steinway, with

own paraphrases for Steinway, with

own parchrases for Steinway, with orchestral accomp, using Atlen-Gershwin and Youmans themes. Finale were Three Prefudes by Gershwin, before done, developed by Grofe from the late composer's plann sketches. Per usual, Grofe sittpated a mixed audience of mecoy Carnesieltes generously intermingled with refugees from Lind's, but the combination probably inspired an enthusiasm not usually keynoted in the Hall.

Harry Rosenthal and his orchestra drew a contract extension at La Conga, Hollywood, Club has Raymon Ross giving the customers free rhumba lessons.

## ASCAP Royalty Down 10%

Society Meanwhile Fighting Legal Tangles in Several States-Under Advisement in Three

#### Eternal Slant

Jerry Vogel Music Co. is re-printing that old fave, I Love My Wife, but Oh You Kid. Demand remained consistent over the years.

## Joe Davis Loses In Suit to Control Shefter's Music

Injunction and damage suit brought by Joe Davis, Inc., music publishers, against Brunswick Record Corp., Master Records; Inc. and Bert Shefter, pianist-composer, was dismissed yesterday (Tuesday) by N. Y. supreme court Justice Julius, Miller.

Davis concern claimed Shefter breached an agreement made last November to sell his compositions and all their rights to the publishers for a five-year term. After few months, it was stated, Shefter ran out the concernment months, it was stated, Shefter ran out on the agreement and turned his stuff over to Brunswick and Master Records. Davis sued Shefter and the two corporations for allegedly inducing, him to reneg on his contract. Plaintiff firm asked court for injunction, accounting of profits and to fix damages.

Justice Miller held that any contract, which did not bind the publisher to sell a minimum number of copies, provide for minimum royal ties of did not in any other way fix obligation to the writer, was unreasonable and as such could not be upheld by the court.

Action against Brunswick by Davis,

Action against Brunswick by Davis, arising out of the above, was dis-missed on the grounds that Bruns-wick had no notice of exclusive con-tract between the pair.

Indications last week were that the royally payoff of the American Society of Composers. Authors and Publishers for the first quarter of this year will be around 10% under what they were for the like period of 1937. While collections became progressively lough from the beginning of the year, the drop in come has been largely due to the statutory bars set-up against the Society in several, states.

ASCAP counsel has already taken such laws to the courts in Nebroska, Washington, Montana and Florida and is preparing to start similar injunctive proceedings in Tennessee within the coming week. In Nebraska the Society got a temporary injunction vacating enforcement of a measure banning it from doing business with music users in that state, with argument petition for a permanent injunction slated to come up in the fall.

Society's petition to have the Florida bill declared unconstitutional and void was heard by a special statutory court of three Fedral judges a couple weeks ago and decision reserved. Like statutory tribunals have yet to hand down their findings in Washington and Montana case was tried on April 23 of last year, while the Washington proceedings took place June 29.

Jack Kapp to Coast

#### Jack Kapp to Coast

Jack Kapp to Coast
Jack Kapp, prez of Decca. Records. as gone to the Coast for another three or four weeks stay. Fig.
a periodic trip for personal attention
to the company's recording stars.
Bing Crosby, Connie Boswell and
Frances Laingtord are among Decca
waxers now in Hollywood.

Al Wilde With Mee Gale

Al Wilde replaced Helen Oakley as
office p.a. for Mee Gale this week.
Wilde closes his own indie praisery
on April 1 to officiate for Galc's
Negro bands,
Miss Oakley is dickering with Joe
Glaser of the Rockwell-O'Keefe office and with Music Corp. of
America. Al Wilde With Moe Gale

America.



The Best Novelty Song of the Year

A Modern Version by Austin Croom-Johnson of the Famous English Hunting Song

## Do Ye Ken **JOHN PEEL?**

This Is the Song That Created a Sensation When Introduced by Paul Whiteman and Horace Heidt

ALL MATERIAL READY

HARRY LINK, Gen. Prof. Myr.

IRVING BERLIN, Inc., 799 Seventh Ave N. Y. Feist presents

WHO ARE WE TO SAY SHADOWS ON THE MOON MARIACHIE

GIRL OF THE GOLDEN WEST

By Sigmund Romberg and Gun Kahn From the MGM picture "The Girl of the Golden West"

The Sensational Mexican Waltz Song TI-PI-TIN

Music and Spanish Lyrle by Maria Grever English Lyric by Raymond Leveen

ALWAYS AND ALWAYS

By Boli Wright, Chet Farrest and Edward Word From the MGM picture "Planneguin"

THE ONE I LOVE MELODY FARM

By Gus Kuhn, B. Kaper and W. Jurmann From the MGM picture "Leerybody Sing"

AN OLD STRAW HAT

By Mark Gordon and Harry Revel From the 20th Century-Fox Picture "Rebecca of Sunnybrook Farm"

The Top Novelty Tune JOSEPHINE

By Gus Kalin, Wayne King and Bake Birens

Leo Feist inc

### **Demand for Dance Bands Good**

But Only Names Can Get Last Year's Prices. Bookers Find-Outlook Pretty Good

Band bookers report that their spring bookings are holding up well when compared to last years. There are, they say, just linary bands being routed, but where the rub has being routed, but where the rub has come in is the money. While the top-north orchestras are able to compared the guarantees of a year the lesser names have been compalled to drop their last year's minimum peg.

pelled to drop men isses years summing.

Bocker's generally are of the opinitat there will be no lack of work during the spring and the coming summer, but the minors will have to reconcile themselves to lower will ntees on one-nighters and that less coin than last year

## 'MUSIC MONTH' **CALLED SILLY**

Washington March 29.

If the calEndar is sub-titled sor
February becomes "The Month of
American Musi", modernization will,
be accomplished over the outspoken
opposition of at least two members

Initial effort to obtain action on

of the Senate.

Initial effort to obtain action on the bill encouraging Americans to go cultural during the drap part of winter was blocked Friday (25) through the objections of Senators Bennett Clark of Missouri and William King of Utah, Both diculed the inspiration of Senator Royal S. Copeland of New York.

Although the Senate Education Committee recommended major changes—making it music week instead of music month and stipulating May instead of February when minds should be turned to culture—the two skeptics continued to ridicule the suggestion King sarcastically proposed lengthening the calendar to 15 or 20 months and Clark wanted to know what business, it of conscious.

Too many weeks, days, and months Too many weeks, days, and months being set aside for various purposes, such as the sale of used cars. Clark opined. If trend continues, there will be much duplication the people won't know what period of year if happens to be. Termed Copeland's idea 'ridiculous'.

### INA RAY HUTTON WITH CONSOLIDATED FIRM

In a Ray Hutton has signed with Consolidated Radio Artists, exiting her tieup with Mills Artists. Miss Hutton had been with Mills several years, making new self-governing agreement last year.

Mills still has agreement to book girl band for all theatre dates, radio and films until February, 1939. CRA handles everything also

radio and films until February CRA handles everything else

### Balto's Bitter Election

Baltimore, March 29.
In bitterest election fight in history of local musical union, Edgar-Hunt detcated Oscar Apple for the presidency. Apple, incumbent and president for eight years, lost to thunt, now business agent by 31 vates. Presidency paid \$1,200 and business agent, \$3,300. This year both jobs merged at latter figure.

Personal and vacial issues injected into fight with both principals blaming each other for recent loss of strik aimed at closed shop local hotels. Term of office one year. Baltimore March 20

#### Bob Fredette Sued

Bob Fredette, Sued
Bob Fredette, orchestra lender, was
slapped with a judgment for \$342 by
Municipal Court Justice George L. Municipal Court Justice, George L. Gening last week in favor of Edward L. Grigg, based on a promissory note issued by Fredette in 1934. Judgment included the principal of \$350 and interest of \$92. Band leader, opposed the suit, elaiming that he p d Grigg a bonus of \$50, 180% interest on the loan United the note was issued.

### Leases Kans. City Hoofery

Lincoln, March 29. Dicker of R. H. Pauley here for Fairland Park's dance concession in Kansas City was closed this week, with Pauley getting the place for the scason, May 16-Scpt. 6, on a flat rental basis of less than \$2,000.

contal basis of less than \$2,000.

Spot will handle 4,000 people and will be operated every night in the week but Monday. Pauley will go to Kaycee about May 10 and get ready for the opening.

Meanwhile he has set the grand opening of the Turnpike Casino here for April 15. Spot was rebuilt after last November's fire. Will use. Turnpike only on weekends, Fridays. Saturdays and Sundays.

MCA has submitted Eddy Duchin and Rudolf Friml, Jr.; possible openers. Booking time will be divided between MCA and Frederick Bros. (Kaycee).

### **NO SIZABLE SUMMER** DANCE SPOT IN BALTO

Baltimore, March 29. John J. Carlin of Carlin's Park is turning Iceland into sports arena instead of ballroom. Leaves town with-

stead of ballroom. Leaves town without sizable spot for summer name
band bookings. Ice rink constructed
for quick change into dance set-up
has had traveling band policy to inand-out returns for decade.
Fire in park at tail end of last season destroyed plant used for fights
and wrestling shows. Carlin figures
switch of sports stuff to former ballroom and utilization of space previously devoted to this activity to
other amusement gimmicks, a better
gamble.

#### **Outdoor Jam Session**

For Block, WNEW, N.Y. Martin Block, of WNEW, N. Y. will hold an outdoor swing session Sunday, May 22 or May 29, at Randall's Island, N. Y. Admission will

be 50c, Stated that some 7,000 litterbugs have already ordered ducats.

#### Stan Zucker to Chi

Stan Zucker, v-p of Consolidated Radio Artists, left for Chicago office this week. He will remain there for a couple of weeks and be in

Midwest has been slack of late, is report, so ace salesman. Zucker, went west to hypo office. Will also work on a colored band deal with the Drake hotel, departure there.

### Chick Webb's Operation

Chick Webb deserts his crew at Levaggi's, Boston, 'to undergo a minor surgical operation at Hudson View hospital, N. Y. Enters hospital tomorrow (Thursday).

Band stays Band stays at Beantown nitery with relief drummer filling Webb's shoes for interim.

#### Band for Sally Westfall

Norman Campbell is building a male band around Sally Westfall, singer and dancer a la Blanche Calloway's setup with girl to maes-

Canoways.

tro.
Band will be a 14-plece crew and have a word trio. Bookings set to slart around April 16 in the Pennsy one-hiter territory.

#### Long Gets Felton Booking

Philadelphia, March 29. Johnny Long orch opens at Ar-idia-International, Philly, next \$250 and interest of \$92.
Band hader opposed the suit, was supposed to come that elaining that he p d Grigg a bonus date to follow Buddy Rogers, is carof \$50, 450% interest on the loan true the note was issued

Austin Wylie play: Lakeside Park, date to flow Buddy Rogers, is carill in Indianapolis.

Felton will play several vaude dates before opening at the Arcadia Bayfon, O. April 9 and 10 for CRA. April 16.

#### NO BAND YET—BUT BOOKED

Gene Krupa Gets Heavy Sugar for Unknown Aggregation

Gene Kruna opens his first date as a maestro at the Steel Pier, At-tantic City, N. J. April 16. Date was set despite fact that he has not yet organized a band since quitting Ben-Goodman's crew Preemer is a

Band will get almost unlicard of dough for beginner at guarantee price of \$600,

University of Virginia, Johnson City, N. Y. also set.

## REFORM MOVE STRIKES JAM SESSIONS -

Buffalo, March 29, A preacher's radio, press and pul pit attacks on jam sessions took elfect this week when the State Liquor authority put a ban on the popular Sunday afternoon sessions. Member:

of the authority pointed out the imed primarily to keep minors out of taverns, but said that jam sessions would be continued only under threat of liquor license withdrawal.

withdrawal.

Took action following complaints by Dr. George W. Cooke, Methodist Episcopal pastor, who spent several Sundays making the rounds of the jam sessions, equipped with a concertina and ready to, sit in for a hymn. In several spots he stood up and denounced, the sessions, called the spots hellholes. He also went on the radio (WEBR) and denounced the affairs. the radio

the affairs.

The order against jam sessions is effective in Zone comprising 22 counties over which Commissioner Joseph M. Ryan, has authority. The ban came despite the report of Capt. William H. Milan of the police juvenile clime preventions bureau that he cound little to criticize in a second.

that he found little to criticize in a recent tour of taverns.

Reform campaign also took another turn when Lieut Oscar H. Dabritz, head of the police narcotics squad, criticized the lyvic of 'If You're a Viper' as sung in a recent Decca record release.

Lieut, Dabritz has been conducting a campaign against martinane and

a campaign against marijuana and he asserted the song treats all too lightly of the use of reefers. It was pointed out that unless the lyrics are obscene, there would be no ground for criminal action, but songshor proprietors might be asked not to peddle such discs or sheet music.

### TWO BALLET TROUPES SLATE FUTURE TOURS

Ballet Caravan and Mordkin Ballet ave announced future tours. Carahave announced future tours. Caravan will tour the south, beginning April 15. Will also play four dates in Havana.

April 15. Will also play four dates in Havaina.
Mordkin Ballet will make the transcontinental tour, starting in October, unider management of Columbia Concerts Corp. Patricia Bowman will be in company of 60.

#### Summer Dates Start

Consolidated Radio Artists' first big summer booking came: this week with signing of five bands for Manhattan and Brighton Beaches,

N. Y.
Harold Stern, opens, at Brighton
July 3, for a week, then moves to
Munhattan on July 14. Blue Barron
succeeds, Steen at Brighton for three
days from 10 13 with Jerry Blaine
coming in July 17. Mike, Riley hits
Manhattan July 7, to 13 and Ferdé
Grote plays from July 31 to Aug. 6
at same spot.

John Meteatt for Decea Boston March 29.

John Moteall, who does a lymn evangelist program daily on WAAB, Boston, is stated to short strendilling a group of phonography records for Decea in New York Jeday (22). Lew White, oraginist, will do the accom-paniment.

## Irksome Title Similarity

Quite a number of confusing song titles currently clogging the air. Most annoying case is 'Shadows on the Moon' of which there are two, Feist publishes one by that title from the picture 'Girl of the Golden West,' and Lewis Music publishes a pop time with the same tag, 'Two. Shadows' and 'Two Shadows' in the Moonlight' also are closes. Other outstanding similarities are 'Gypsy Told Me' and 'Gypsy in My Soul'; 'Romance in the Rain' and 'Romance in the Dark', 'New Apple Tree' and 'Old Apple Tree'; 'Whistle While You Work' and 'I Love to Whistle'; 'Sweat As a Song,' 'Sweat Someone' and 'Sweat Stranger', 'Sail Along Silvery Moon' and 'Silvery Moon and Golden Sands.'

#### On the Upbeat

Jimmy Loss, playing at Garden of Jimmy Loss, playing at Garden of Roses, Key, West, Pla, sends, cards announcing his band, 'found guilty of drawing large crowds, 'so it's held over. Calls posteard Gazette with streamer head announcing guilt. Good stunt. Crew staying four more weeks.

Larry Kent has taken his band on a barnstorming tour of California, opening in Santa Barbara.

Bob Millar's ork has moved into the Victor Hugo, Beverly Hills, placing Jay Whidden.

Billy Brooks band switched from Hotel Garde to Hotel Tatt. New Ha-ven, with same WBRY wire.

Andy Kirk gets another weekly shot from NBC. Now totals four

Joe Rines opens Victimese Roof of St. Regis hotel May 4,

Emil Coleman orchestra goes into the Hotel Pierre, N. Y. Roof May 4.

Eddy Duchin orchestra comes to the Empire Room, Palmer House, Chicago, on May 4 for a spring-summer stay.

Larry Clinton goes into the Lin-coln hotel, N. Y., Sept. 28.

Clyde Lucas has been booked by Rockwell-O'Keefe to open at the Baker hotel, Dallas, April 1.

Henry Busse moves into the Beverly Hills Country Club, Beverly Hills, April 2.

Freddle Fischer and his Schnickel-fritz band booked into the Palomar, Los Angeles, supplementing Ted Fio Rito's ork. Novelty outfit's bookings call for a San Francisco engagement in, May, after which it returns to L. A, for a run at Cocoanut Grove.

Dick Jergens' band will play a one-night stand at the Fairmont Hotel in San Francisco April 21 for Stanford University dance.

Al Dohrmann's band at Avalon Ballroom, San Francisco.

Isham Jones exits Lincoln hotel, Y., May 1, for an eastern N. Y., Ma niter tour.

Freddy Martin 10 Ambassador hotel, Los Angeles, May 12. Current at Aragon ballroom, Chicago,

Harry Candullo opens at Commodore Perry hotel, Toledo, O., May 30 for CRA.

Reggie Childs theatres at Capitol, Baltimore, for week starting May 6.

Barney Rapp one nites at Trianon ballroom, Indianapolis, Ind., April 10

Versatilians, cocktailers, opened at Grier-Lincoln hotel, Danville, III., March 28.

Mike Riley opens summer son for Cardens, Louisville, Ky., April 28. Stays for four wecks.

Johnny Hamp stays for another week at Book-Cadillac hotel, Detroit, starting April-6.

Buddy Russell stays at Roosevelt otel, Pittsburgh, until April 2.

Don Bestor set for a week a Loew's State theatre, N. Y., May 5.

#### Rita Rio Opens Resort

Delroit, March 29.
Rita Rio's band, current on Michi-an theatre stage here, is set to open cason at Jefferson Beach resort here

May 13: Will be earliest opening many yea paniment, Melcall's, progr. Choir Jott. met resort many years, usual also clears over the Mutual and Co. starting point heretofore being couple louist networks. Will be earliest opening summer with the starting point heretofore being couple louist networks.

## **CLEVE. SYMPH SNARL LOOMS**

Cleveland, March 29.
Question of importing new musicians instead of hirring local men i again, bothering Cleveland Symphony. Conductor Artur Rodzinski reported to be pushing the issue by demanding 10 more out-of-town men for next season, else.

Same fight came up at beginning of this season when Milt Krasiny of nussicians' union fought importation of 10 men from the east.

Symph directors got injunction, against local for interference but had to bring in arbiter to iron out situation, Ended five Clevelander; getting seats despite Rodzinski, who now wants to do his own picking for coming season.

Conductor's contract was 'recently renewed and it's supposed to include some provisions which he hopes to use as a whip.

use as a whip.

### GOLSCHMANN'S \$28,000 AS ST. LOO SYMPH HEAD

St. Louis, March 29.

Vadimir Golschmann, amed Just week as conductor of the St. Louis Symphony for 1938-39, his eighth consecutive year leader here, is expected to receive \$28,000 for the season. Understood he was re-signed at that figure as the local organization for the season for the season Saturday 126) in the red although a maintenance fund drive, to reduce the deficit, netted close to \$100,000.

In announcing that he had resigned for next year Golschmann, as pianist, would make his American, a pianist, would make his American, a pianist, would make his American, a bearing, soprano of the Vienna, Munich and Salzburg operatores, who, will also make her first American appearance with the locat orchestra. Serge Rachmanianof Juscha Heifstz, Maurice Marechal Lotte Lehman, Fritz Kreisler, Myra Hess. Lawrence Tibbett and Arthur Rubinstein.

Nino Martini wil, be guest artist at the annual pension fund concert of the orchestra in the municipal auditorium April 10, Following the close of the season, the toolers will make their third bour of the Sauth from Sunds (28) to April 9.

The St. Louis Symphony Society last week partially won its fight against stringent parking rest tions near the \$5,000,000 Municipal. Auditorium, when associa'e city uditorium, when associate city unselor Louis McKeown drafted an rdinance which will permit patrons I the orchestra to park within to

blocks of the aude.

Directors of the symph society had for some time attributed decline patronage to the parking restrict-

#### Asks Hertz Ouster

San Francisco, March 29. Onster of conductor Alfood Hertz from district directorship of Federal Music Project is demanded in reso-

Music-Project is demanded in reso-lution sont to project heads by Mrs. Johnne: Bietry-Salinger, critic, who was recently removed project field representative.

Mrs. Salinger, altegedly dismissed because of mon-relief status, ask-immediate investigation to prove charges that Hertz unfit for the job. Hortz alls resolution vindic-tive and too funny for words.

Jimmy Joy orchestra goes into the Jimmy Joy orchestra goes into the Drake Hotel's, Chicago, Gold Coast-room on April 15, replacing Haf Kemp aggregation, Also on the Show will be Bob Hall, Edna Sede-wick and Sautoro and Santoro and Lorraine. Booked through M. C. A.

# BIG-TIME COMEBACK TRY

## **Detroit Group Planning Czar Post** To Probe Niteries' Law Violations

Detroit. March 29. clean up unwholesome nitery conditions similar to those unearthen during recent legislative probe. De troit liquor dispensers plan to appoint a czar along lines of Judge Kenesaw Landis, baseball head, Former Council President John W.

Kenesaw Landis, baseball head.
Former Council President John W.
Smith is foremost among candidates
for the job, but no decision will be
made until the newly organized
Michigan Protective Liquor Alliance
is further expanded into a state-wide
organization. Already more than 50
local niteries have joined the group,
with Albert E. Balenger as tempoy president.
Alliance will be political,
barring from membership all officeholders and candidates for office.
Every allied industry will be represented among the 21 trustees.
That the new alliance will have
plenty to do was evidenced again last
Friday (24), when the state rum
board's Hying squad's wooped down
on local niteries; and netted 45 licensees openly violating liquor incensees openly violating liquor incensees openly violating liquor ingently control of the statebest open of the state open of the stateSam Kert, operator of the state-

week.

Sam Kert, operator of the stateelosed Continental nitery here, chose
s \$100 fine last week when sentenced
on charges of allowing gambling in
his spot. Judge Donald Van Zile
gave Kert the alternative of a fine or
ix months to one year in jail.
A similar gambling charge against
a femme employee of the Continental, who was operating a gambiling device when police raided the
spot, was dismissed. The Continental
was closed several weeks ago after
charges of gambling and delinquency
in state sales tax payments.

### Strong-Man Act at N. O. Cafe Proved a Weakie By an Irate Customer

New Orleans, March 29.

New Orleans. March 29.
Customers of the Chez Pares, nitery here got a free show that was plenty fast and exciting when strong man' Jackie Del Rio, mc, and one of the entertainers. Elton Rousseau, mixed in a battle royal with five patrons Friday (25).
Nursing bruises at a police station afterwards, booked for assault and malicious mischief, were patrons John Saia, Sam Saia, Roy Marino, Tony Cangiamilla, former pugliist, and Joseph Trovalo.

Everything went off on schedule until Del Rio called as usual for a heavyweight eustomer to come forward and be treated to heavyweight spin. Sam Saia, who weighs, 200, is said to have thought the spin was something else, and voluntered. Del Rio picked him off the floor and hoisted him his shoulder. Saia then frantically grabbed the strong man around the neck.

What happened after that was a title confusing but his vals went to

grabbed the strong man around the neck.

What happened after that was a little confusing but his pals went to his rescue, starting for Del Rio. Rousseau ran to help the mc. when fists started to fly. Both entertainers were knocked down and stomped upon, according to Angy Gemelli, operator of the club. A dozen police responded to riot call. Damage amounted to \$500. Patrons held the five men until police arrived and took them away. The show was then resumed.

#### HELD ON MANN ACT

HELD ON MANN ACT.
Indianabolis, March 29.
Paul Bascom, Negro, 24, sax player in orchestra appearing at an Anderson, Indj., theatre with Stepin Fetchit, was arrested last week and brought here charged with violating the Mann act.
Local marshal acted on information received from the Feteral Bureau of Investigation and pulled Bascom out of show.

Bascom out of show.

#### Vallee, Wheeler, Jones Booked Into State, N. Y.

Booked Into State, N. Y.
Rudy Vallee opens April 14 at
Loew's State, N. Y., his third repeat here this season. Bert Wheeler
headlines there tomorrow (Thursday) and April 7, Allan Jones Metro
filmer, just arrived from the Coast,
tops. All booked by Lyons & Lyons,
Wheeler comes into the State with
a new femme vis-a-vis, June. Burnett, whom he picked up fortuitously,
when he saw her clowning on the,
foor of. Philadelphias 21 Club. It
was a break for the comedian as
Wheeler's regular comedy foil, Dorothy Lee, worked with a nurse and
doctor backstage all through their
Philly engagement last week and had
to go to Miami to recuperate from a
breakdown. Hank Ladd is also in
the new combo as general aide and
author.
Wheeler while east may do sew.

Wheeler, while east, may do several guestings on the Vallee-Fleischmann radio program.

## Mae West's 281/2G Best So Far At F&M's Fox, St. L.

St. Louis, March. 29.

Mae. West and her unit grossed \$28,500 for 32 performances at the Fox last week, the third of Fanchon & Marco's sked of nine weeks of stage shows. The established the best take for a single week since the house came under F&M control four years ago. The best previous week's biz was rung up several weeks ago by Fred Waring and his Fennisyl-vanians, who drew \$27,500.

Jackie Heler is headlining the cur-

vanians, who drew \$27,500.

Jackie Elleir is headlining the current stage show that opened Friday (25). Others are Al Lyons, Milton Slosser, Bee Ho Gray & Co., the Keene Twins, six local femmes appearing in a personality contest and a group of 20 boys and girls from a local musical school accordion ensemble.

#### DRIVE FOR CHORUS ORG. STARTED AT AFA PARLEY

Mass meeting for vaudeville

Mass meeting for vaudeville and night club chorusers will be held by the American Federation of Actors at 2 p.m. tomorrow (Thursday) in the College room of the Hotel Edison, N. Y. Session imed to steam up the AFA drive to organize the nitery and vaude chorus field as well as give the performers a chance to air their views.

Organizational drive by AFA has been getting under way since jurisdiction over the nitery and vaude chorus field was transfered from Chorus Equity Assn. several weeks, ago by the Associated Actors and Artistes of America board. Tentative wage of \$36.50 a week has been set for the class A niteries in New York and rates for other classifications will be drawn up later. Prevailing wage in the class A spots is now \$53 a week. AFA is roising it, \$1.50 to cover the members' dues to the organization,

### Reps Hub AFA

Boston, March 29. Thomas D. Senna, Jr., son Thomas D. Senna, assistant state a Thomas D. Schila, assistant state administrator of the Massachusetts. Federal Theatre Vauleville Project, has been dubbed in officially as Boston rep of the American Federation of Actors. Sefina has been acting rep since 1938

Schilar Sch

Winter Garden Two-a-Day Vaudeville Bills with Bernie, Baker, Veloz and Yolanda, Jane Froman, Et Al. — Budgeted at Et Al. -\$10,000 - Cantor Calls for 'Broad View' by Stars to Put Unemployed Acts to Work

#### INCOME TAX ANGLES

It big-time vaudeville bills of such callibre as Ben Bernie and Phil Baker, Veloz and Yolanda, Jane Froman, Tip, Tap and Toe and Jack Pearl, can be assembled within a \$10,000 budget for talent, there's a chance for a renaissance of big-time vaudeville at New Yorks Winter Garden. Anyway, that's the idea of the first bill, as outlined above, and Lee Shubert is in favor of it, since he has the Winter Garden on his hands over the summer. At least, he will have, when the Ed Wynn musical, 'Hooray for What,' folds by May I, under present plans.

Problem facing the Shuberts—and Sam Lyons, he agent, who has been

Problem facing the Shuberts—and Sam Lyons, the agent, who has been close to the situation—is whether acts which have been educated to fabulous: incomes from radio, personals, pictures, etc., will harken to a much more modest budget, considering the \$10,000 total limitation. At the same time, Eddic Cantor is churning up a vaudeville comeback idea, only in another form. Cantor points to the recent appearances by himself and Ted-Lewis, plus unit, in Cleveland and Philadelphia, un-(Continued on page 52)

(Continued on page 52)

### Happy Felton Vice Shep Fields, Out by Illness

Pittsburgh, March 29.

Quick booking brings Happy Felton's band into Stambey on Friday
(1) as a replacement for Shep Fields,
who was forced to cancel after undergoing, an operation for appendieits in Indianapolis a few days ago.
It's a first time for Felton, a Pittsburgh boy, on the stage here although he's been the dance attraction at the William Penn hotelcouple of times. With him on the
same bill will be Larry Crabbe.

WB de luxer is taking out additional insurance for Holy Week
(April 8), bringing in Jackie Cooper
for a personal appearance in addition to another of Major Bowes
for a resonal appearance in addition to another of Major Bowes
amateur units. House had contract
with Cooper couple of months ago
but agreed to set it back indefinitely
when youngster was called back to
Coast for White Banners. Easter
Week booking is Allan Jones in person, and then Cab Colloway, with
Guy Lombardo coming in May 6 for
his fourth engagement at this spot
in two years.

#### Novarro's Salary Ideas

#### At Variance with Aussie

At variance with Aussie Ramon, Novarre has been offered to Australian vaudfilm houses for personal appearances and other foreign spots. For Aussie, film player wants \$3,000 per week. One firm countered with an offer of less than a fourth of this amount, this being based on current drawing possibilities for flesh down under.

## SHUBERT SHOWS: Several Agents' Bodies Move to Org., CANTOR'S IDEAS As License Comm'r Moss Summons 'Em

#### Cause and Effect

Walter Powell, comic, quit Milf Britton's act last week to form his own act with Thelma Lee and ex-pug Jack Renault. New act broke in at Bogota, N. J. over the weekend. P.S.—Powell the next day.

ned a new one year contract with Britton.

## Slums' Unit's Cast Switch **Cancels Act**

Eddie Sherman, indie vaude booker, is having minor tift with Harry Carroll after a proposed, but unproduced unit, 'Slums of Paris,' was penciled and then eanceled out of Fay's, Philadelphia.

Cancellation was caused, according to Sherman, by failure of Carroll to deliver the cast agreed upon when the show was booked. Originally, Carroll had planned to produce the unit in association with the Simon agency. Latter subsequently-pulled-out on the grounds that the press of agenting did not permit time to produce the show.

When the unit was lentatively set at Fay's the Simon office was in on production. Booking stood even after the agency's withdrawal, but when Sherman saw the lineup of acts later, he squawked that two turns. Park and Clifford, and Garner, Wolf and Hakins, had been promised originally and were absent afterward. Check with Music Corp. of America, which handles Park and Clifford, reveals that the turn was neverbooked, for 'Slums of Paris.'

Show is now out definitely and plans for the production are in abeyance at present. Sherman operates Fay's as well as books.

### CALIF. ORANGE SHOW'S RECORD GROSS, \$50,000

San Bernardino, Calif., March 29. San Bernardino, Calif., March 29.
Orange show finished its 10-day
rin Sunday with \$50,000 gross, an
all-time top take. Theatres there
and nearby hard hit by citrus exhibit which had radio and film
names as draw.
Fanchon & Marco cut in for 40%
for booking talent and, bands.

#### Chris Hagedorn's Game

Chris Hagedorn, vet boxoffice man, has been discharged from Saranac Lake after 12 years at the health resort, and busy merchandizing his own, invention, agame called 'Puzzler,' It's a combination of bridge and pinochle. Purker Bros., manufacturers and distributors of adult games, are commercially handling 'Puzzler.'

#### Nudie Unit Folds

Youngstown, O., March 29, e, world's most famo Zorine, 'world's most famous nudist,' was left stranded here with her show after the Princess theatre folded March 24 for the third time

Akron's Vaude Return
Akron's Vaude Return
After several weeks of straight films, Palice of policy will revert to raudfilms. Part unit will be Shep Fields' paid. The show, stage hands for the first unit will be Shep Fields' paid. Corine said.

Organizational activity the agent field hits an all-time high this week with series of four different gatherings. On Monday night (28), old Equity Agents group was reformed; tonight (Wednesday) vaudewille and nitery agents gather; while and nitery agents gather; while and nitery agents gather; where the Entertainment Managers conclave is set for next Monday night (4), and a call has been issued for grouping at office of Paul Moss, Itense commissioner. All of which indicates that agents have finally been awakened from Jethargy and are hot to form some kind of a front.

Meeting held by attorney Louis P. Randell Monday night (28) saw reorganization of former legit agent setup. Athough still antilled and without officers, it is hoped it will form nucleus of albinchusive agent's body. Idea that big-time agencies were holding off is dissipated now with Selznick, William Morris, Fanchon & Marco, etc., indicating that they will come in shortly.

License Commissioner Moss wants ose all the licensed agents around town today (Wednesday). Says it's just an' annual stunt of bringing in various groups which are licensed by his department and that agent just all in with rest, although each phase gets different audienees. However, commish adds that he will start going after the unlicensed ones next month stronger than ever.

Moss' City Bill

With a half dozen N. Y State agent control bills ashcanned during the recent Jegislative moss and start functioning.

Very active since taking office with the Fusion administration few years ago, Moss has championed State bills, principally the Ostertag measure, He went to the state capitol two weeks ago to plug latter but ther, that nor any of others saw light.

Moss has had a peeve on with agents around town since his efforts force it efforts in the force of the force of

to force licensing and other forms of control met with defeat. Several test cases against agents met with no result, agents forcing the issue to test tages and further adding to ill feel-

He is tacitly maneuvering around with other theatrical interests 'not exactly in love with agents and hoping for cooperation from same, when and it time for support necessary.

### Kernan's Hotel in Balto. Sold for \$150,000; Once Part of \$1,000,000 Deal

Baltimore, March 29.

Baltimore, March 29.
Kernan's Hotel was sold this week
for a reported price of \$150,000. The
hotel, a part of. a \$1,000,000 enterprise, which included the Maryland
and Auditorium theatres, built by
the late James L. Kernan, 35 years
ago, was known to showpeople who
stopped here during dates in Baltimore.

stopped here during dates in Baltimore.

Value of the property declined with the drop of yaude and legit, ing to the Penn Mutual Life Insurance Co. Forcelosure ofter a \$225.000 mortgage couldn't be paid. Insurance company did some renovating and renamed it the Congress. Sale of hotel does not affect Maryland and Auditorium theatres, currently indie booked for legit by Leonard B. McLaughlin. Has house in the blue in spite at opposition from tewns other legit flower, owned by Erlanger estate and booked by United Booking Office.

Hoad show film dates and rentals for private functions keep theatre's doors open most of the season. Metaughlin has been able to grab deflagation of the best road shows, includent

### AFA, Koenigsberg To Be Summoned In NVA's 250G Suit

The American Federation of Actors and Harold Koenigsberg, an official of the union, will be summoned this week the \$250,000 libel suit brought against them by the National Variety Artists. Charles Mosconi, AFA treasurer, will represent the group at the trial, date of which is expected to be set shortly after papers are served.

Litigation started over letter written by Koenigsberg to Sally Rand, an AFA member, allegedly libeling NVA and refusing Miss Rand permission to appear at a benefit sponsoied by the latter group.

Attorney for the plaintiffs requested an immediate restraint order against Miss Rand, which would inher appearance in case she's called as a witness.

called as a witness.

After several postponements of hearing during the past two weeks, one was finally held Friday (25), at which defense attorneys stated that the libelous letter could not be found. However, a photostatic copy was immediately forwarded, attached to Koenigsberg's statement attesting to his part in sending the letter.

#### Viennese Act's U. S. Stay Extended Until May 21

Chicago, March 29.
Permit of the six Viennese Queens
of Hearts to remain in this country
has been extended until May 21. Permit originally was to expire last week, which would have the act, which included two Jewesses, back

There was a considerable amount of outside pleading to the State Department to extend this permit.

#### Timberg-Rooney Unit

The Timbergs and the Rooneys open rith a new unit at Proctor's Schenec-ady, N. Y., March 31, Will also have i Ned. Wayburn line. Quartet tried same stunt couple of

### Bell's Hawaiian **Follies**

Mgt. BOB HICKS PAGE 314-21st Avenue ALTOONA, PA.

### 15 YEARS AGO

(From VARIETY and Clipper)

Harry Richman, who had scored Harry Richman, who had scored as the pinnist to several women singers, decided to go it alone and broke in his act at the Fifth Ave. Worked with a midget. Good idea, but the turn needed seasoning:

Carl Shaw working front of a five-piece band. Commented that he looked scarcely 16, though he han-dled his stuff like a velerau. Show-ing at the 23rd Street. front of a mented that he

Arthur Jarrett revived a comedy skit he had done some time pre-viously. Clicked with it.

Martha Pryor, at the Palace, startled the customers with a very decolette bodice. Daring for those days, but common enough now. Nahan Franko, of the musical family. essayed to profit by the band craze in vaude, but too musicianly to click in vaude, but too musicianly to click before pop audience. Fairbanks Twins made their debut on the same bill. All right when they danced, but they talked, too. That wasn't so hot.

Trixie Friganza and the California Rambiers topped the bill at the Colonial. Act played all over the house and created a young riot with their unexpected antics. Bill down to eight acts with a framed up clown number with all performers for a filter.

Broadway theatre had fight pictures with an announcer. Pic-tures were all right, but the crowd objected to the announcer and let him know it, vocally

Paramount and Sid Grauman sold raramount and Sid Grauman soid the Metropolitan to a private owner-ship, but retained a lease on the house. Released about \$1,500,000 to

Lem Silvers and others had a plan for producing prologues to feature pictures and touring the productions. Stanley Co. interested, but the idea didn't go very far.

Announced that Paramount's Famous Players-Canadian had taken over the Loew Canadian theatres.

'Covered Wagon' knockout, with N. Y. agencies selling about 300 seats a night for the run at the Criterion.' Agency sale on a picture something new then.

Kansas City argued that radio was competition to pictures. Alone in its contention for the time being.

Theatre Guild offered M. Stanislavsky, director of the Moscow Art Players, \$30,000 a year to direct the Guild productions. He intimated he might be interested were the offer doubled. It wasn't.

Bankruptcy of Shanley's restau-rant in the Putnam building left the way clear for Paramount to start the demolition of the building and erec-tion of the present Paramount. tion of the present Paramount Shanley lease ran until June, which stymied the builders.

## MPLS.' TIGHT LID DENTING

**NITERIES** 

Minneapolis March 29.

With midnight closing and the lid still clamped on tightly, local night still clamped on tigntly, local night clubs continue to have tough sleed-ding. Two of the loop's largest and, most elaborate, the Cocoanut Grove and Lindy's, have been shuttered since New Year's and have no plans-yet for reopening. Lindy's had liquor lifeense revoked for alleged after-hour and Sunday booze sales. City. Conneil this week granted.

hour and Sunday booze sales.
City Council this week granted.
liquor licenses to two other large
loop niteries, the Paradise and Curly's which have been dark for two
months because of aldermen's premonths because of aldermen's pictions refusal to renew liquor licenses because of alleged lax operations. Council insisted on new owners for establishments before permitting re-

openings.

Night clubs claim they can't get by unless they're permitted to sell liquor until 5 or 6 a.m. South Side club, all-night black-and-tan spot, has been reopened without liquor license. Camels club, non-liquor nitery, also has reopened.

#### DIXIE DUNBAR'S VAUDE **ACT: OPENS IN BOSTON**

Dixie Dunbar has teamed for vaude dancing with Tommy Wonder, opening for RKO at the Memorial, Boston, April 29 for one week. Fol-

Boston, April 29 for one week. Following stanza, act is set for the Pal-ace. Chicago. Understood; the duo getting \$1,500 weekly.
Wonder formerly trouped in vaude, paired with his sister, Betty Wonder, Miss Dunbar had been in films last several years but 20th-Fox has not picked up her, currently expiring option. Curtis & Allen agency handling in the east for the Bobby Crawford office on the Coast, to which Miss Dunbar is under contract.

#### Mazzone Sails to Rio For 8-Week Cafe Date

Frank Mazzone & Co. sailed from New York Saturday (26) for Rio de Janeiro, where they open eight weeks at Casino de Urc. on April 16. Hal Sands, booker, is also setting six more acts to go down within the next two weeks to augment the Maz-

### Feteing Bill Robinson

Grand Street Boys Assn. will fete combo fare-Bill Robinson with well and advance birthday party in its New York clubrooms, April 3. Bolangles leaves for the Costs April 5 to start work April 15 on a new Shirley Temple starrer. Advance catal celebration will be in fount of his 60th birthday May 25.

Dancer currently, finishing p.a. at the Keith Memorial, Boston, where he is being held over for second week.

#### Long to Boston

Walter Long, tapster, who left the Paradise itery, N. Y., when Bunny, Berigan's orchestra came two weeks ago, following 22 weeks at that spot, goes, into the Met, Boston. April 1. with subsequent dates at the Michigan, Detroit, and Ociental, Chicatio.

cago.
Dancer currently at the Apollo theatre, N. Y.

#### SPECHT'S CO-OP AGENCY

Cooperative Booking Offices is a new co-op, agency mail-circultrizing bookers throughout country.

Outfit, formed by Paul Specht, seeks to align act, booker and buyers in a co-op for standardization of our constructions. in a co-op for stan prices and operation.

Kay Kyser Into Par, N. Y. Chicago, March 29. Kay Kyser orchestra set by Music

Corp. of America for two-week stage appearance in the Paramount. New York, starting April 15.

Kyser also set for the Pennsylvania hotel roof for the summer.

### Big-Time Comeback

(Continued from page 51)

auspices, working in

large auditoriums.

Band show idea also came up for the Winter Garden, with Rudy Valee Benny Goodman sought as the nucleus, but both have previous commitments. Vallee is due April 16 at Loew's State, N. Y., and thence for six weeks atop the Hotel Astor Roof, N. Y., opening around May 1.

Shuberts are also facing another element via the income tax, through, name acts, i.e., those with important radio commercials, not fancying the adding to their incomes it sends them into higher brackets and

sends them into ingree brackes and might interfere with their radio commitments. That takes the Fred Allens and that type coincedian who; while having nothing but ra-dio in New York to worry about, think that that's a job in itself.

#### Shuberts' Terms

Shuberts' Terms
Shuberts' idea on the show budgeting is a 75-25%; split, the long end to the talent, but not until the Garden crntal, above a \$20,000 gross, has been met. While a \$30,000 to \$32,000 gross is possible, that means absolute capacity. Policy intent is two-a-day, bills to run as long as they do business. If an act can shift its stuff sufficiently, maybe eight weeks might do, for facile m, such Frank Fay, to cile Lyons.

Sunday, nights at the Casa Manage.

Sunday nights at the Casa Manana, Billy Rose's nitery, has been st thing for the vaudeville diehards to shoot at. They point to those galas as evidence that vaudeville not dead; that seemingly there's a market. That the acts are strictly cuffo doesn't seem to enter their minds, however.

Permanent Sunday nights at the Casa Manana,

ocent seem to enter their minds, however.
Pernauent vaude it, with such names as Jack Benny Fred Allen, Phil Büker, Edgar Bergen and the top dance bands touting the key cities. being talked about by Eddie Cantor. Although the high-salary stars, won't malk by such trouping, they have an obligation to help put less fortunate performers to work, Cantor feels.
Comedian has not yet approached the others with his idea, but is confident they will take a broad view of things. On his recent split-week in which he and Ted Lewis played vaude stands. Cleveland, and Philadelphia, Cantor estimated they gave employment to several hundred show biz people, including individual acts, choruses and musicians, as well as stagehands, managers, etc.

As he sees it, the other name personalities from radio and films must also go out with their own mite.

As he sees it, the other name per-sonalities from radio and flums must also go out with their own units from time to time. Besides giving employment to hundreds of other performers, it must help give the stars; a greater following, according to Cantor. He himself lupes to continue the personal appearance dates in subsequent seasons

in subsequent seasons.

It had previously been rumored and denied that Cantor might play a date at Madison Square Garden, N. Y., with his unit and Berny Goodman's band. Comedian again said such an idea is unlikely. I'd love to do it, though, he said. (That Goodman is the hottest thing in show, business right now.)

#### Decries Exhib Squawks

Decries Exhib Squawks

Cantor ridiculed exhibitors in
Cleveland and Philly for protesting
against his personal appearances
these cities. Film theatre men there
had claimed the Cantor show
untain competition. They tried to
halt the booking of the auditorium
in each city and sought by various
other ways to prevent the showings.
One method used was to bring pressure on Cantor's studio, 20th Century-Fox, to order its star not to
play the dates. Another move was
to buy up all the billboard space in
town so iffus show couldn't be advertown so the show couldn't be adver-

lised.

According to the comedian, the exhib attitude as short-sighted and unjust. It was the aime old staind the exhibs took when he first went on the air, he said, At that time theatre operators besieged Samuel Coldwyn, to whom he was then under contract, to prevent him from handresides. Distond of heuting the broadcasting. Instead of hurting the exhibs, his radio work has helped them, Cantor argues. Reason is that

it builds him up and gives him box.

it builds him up and gives him boxoffice appeal.

by Those exhibs are stupid guys, the
comedian declared. But they aren't
stupid enough to boycott my pictures becaus they don't approve of
my actions. They show my pictures because they make money, not
because they like me or think I'm
their friend. As soon as my pictures
stoo making money they'll stop buystoo making money they'll stop buystop making money they'll stop buy ing them. That's natural and as i should be:

should be 'Anyway,' he continued 'their gunent that our unit shows were untair competition was absurd. They said, the price we were charging was so low that they couldn't compete, with it, In other words, we were giving the customer, a break, giving him too much for his money. Whoever heard of an argument like

that?"
Star expressed keen interest in the current negotiations, between, the American Federation of Radio Artists and the networks and advertising agencies, Declared he intends to sit in on several of the sessions while he's in the east.

### THEATRE AUTHORITY'S WEST COAST SETUP

Hollywood, March 29. West coast benefit control is due

to start functioning under a separate autonomy setup of the Theatre Au-Will embrace west from thority. Denver to the Pacific, and up and

Denver to the Pacific, and up and down the Coast. Agreement with Coast unions expected to be signed before week is out. Unions here are about ready to sign agreement with T. A. white in New York, Alan Corelli, will call a special committee meeting tomorrow night (Thursday) to settle the eastern side.

There will be national distribution of collections on this end, cording to plans. Idea is to split western take among Screen Actors (Guild. American Guild of Musical Artists. American Federation of Radio, Actors, Screen Writers, etc., and keep the money at home. Eastern and midwestern branches of valous affiliated unions and charities ern and midwestern branches of various affiliated unions and charities will continue their own, systems, Affiliation, will become effective only in of performer control, and not as far as dough concerned.

Correlli was skedded to fly to the Control and control of the Control

Coast yesterday (Tuesday) to meet with the Coast committees but wire from here instructed him to postpone trip until later it

was being worked out and trip was not necessary. Final okay will give T. A. nation-wide control, power long worked for.

### **GARTER & BOWIE**

at the PALM-BEACH-BAR of BHALY ROSE

CASA MANANA NEW YORK

### WHITEY' ROBERTS

NOW TOURING THE SOUTH

Sail for Australia Aug. 30 Europe to Follow

BILLY TERNERT

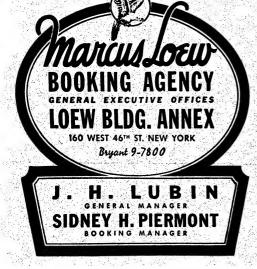
### SIDNEY FISHER

75 .77, Shaftesbury PICCADILLY, LONDON, ENG.

## TRACE

AND ORCHESTRA

120 SOLID WE IS AT HOTE . SURMAN
Thi Week Doubling at STATE LAKE, CHICAGO



The THEATRE of the STARS

### Nitery Reviews

#### DORCHESTER HOTEL

London, March 19, Percy Athos Girls (8), Naunton Wayne, Hartmans, Jack Jackson's orch.

Henry Sherek's 'And So to Laugh' outside the Percy Athos Girls (8) and two modest principals, has only two acts, Naunton Wayne and The Hartmans. Wayne and The Hartmans do lengthy turns for cabarethout neither overstays its welcome. The girls make several appearances, which helps space the show to 51 minutes.

Grace and Paul Hartman, dependad upon the part of the principal of th Henry Sherek's 'And So to Laugh,'

nutes.

Trace and Paul Hartman, dependupon for novelty, click big. Fewe them here before. Their panniming has the audience in

tomining has the audience in hysterics.
Wayne monologs for 15 minutes; better than he's been in years. His basic subject is on an office to relieve worsying beople. His Insinuaries of the hysteric hyperical states of the historic half of the historic hist

#### PARADISE, N. Y.

Bunny Berigan's orch, Alan Car-nay, Four Grand Quartet, McNallie Sisters (4), Barbara Parks, Johnnie Coy, Liberto & Owens, Lionel Rand orch,

A light and spring-like show, fittingly costumed and carrying special control of the specia

ine cancing public. Figured that any deficits can be made up if the Paradise gets the younger generation. Bands will be booked with that in mind.

The new-floor show doesn't include any name acts, but the Berigan band is being depended on for boxoffice. However, it's an arrived by the control of the contr

well.
Two quartets lend a novelty touch.
They are the Four Grand Quartet
males, and the McNallie Sisters,
latter from the midwest. The McNallies sing and dance, while the
males stick to singing, displaying
excellent voices. One scene has the
girls doing a dance while the Four ing a dance while the Four bunch features appropriate

Grand bunch features appropria-nombers.
Singles include Barbara, Parks, Singer, and Johnnie Coy, youthful tap dancer: The tall Miss Parks is somewhat different but refreshing, handling swing music as well as ballads. But Lidder Band thow or-chestra were to go easier on the brass. The Coy lad goes over and may develop into a front-rank tapper. Flashy dance team of Liberto and Owens comes from legit.

Scenes with the chorus are effectively staged. Action figures much more than parading or posing, which speeds the show. Char.

knock-kneed taps, followed by rou-tine on a dish-tray.

Brisk terpers are Gardner and Kane, in which tall blonde is good in soft-shoe work and acrobatics. Sammy Walkins' occhestra going over well on third week holdover, atternating with Don Francisco's rhumba quartet, which builds up more continental atmosphere.

Pullen,

### Mammy's Chicken Farm

(NEW YORK)

Mammy's Chicken Farm on 52d street, right on Swing Lane, is 5 of course, a figure of speech so far as the billing is concerned. It does feature the Dixie motif in frid chicken,

#### New Acts

ANN ANDERSON
Dancing
5 Mins.
Stanley, Pittsburgh
A flashy little dancer who would
look good anywhere, in a theatre,
cafe or show. Attractive-looking
girl, nattily dressed in black with red
trimmings, she gives them for grit, natify dressed in black with red trimmings, she gives them for a start a tap holero that's class and start a tap that the start a tap that the start a tap that the start and the star

MILTON DOUGLAS and PRIS-CILLA With Parry Maye Comedy

With Parry Maye
Comedy
With Parry Maye
Comedy
Straid Brooklyn
Douglas is a vaude mc. of years
nast who went into cafe work with
the gradual evaporation of fourday and during the past year has
been shouldering into radio with
some promise of a future.
Act he has molded for vaude is
very good comedy, but for the entire 17 mins. Douglas is straighting
for Priscilla (Miss. D.), and later on
he shooges for meaning and the services of the straighting
for Priscilla (Miss. D.), and later on
he shooges for meaning and the services
he walked occurs audience is somewhat dismayed that it's the end. Despite the brisk pace of the crossfre
and the newness and snappiness of
the material (generally, it has trouble stretching for 17 mins.

If given the variety needed, act
will prove a lifebuoy to many a layout. Douglas has an especially winning style, his femme foil is attract
tive and applied to the second of the
material is for the most part so newy minded, one wonders why the
turn hasn't reared its head before.

Bert.

ORRIN TUCKER and ORCHESTRA

Denote the spow.

Carding Gender March 27.

Cording Gender March 27.

WAR AGAIN

. Dallas Again at It This Year

Possible that last year's two show Possible that last year's two show-warring Texas, towns, Dalbas and Ft. Worth, will be at it again this sum-mer. Both have deals pending for veated premises of shows that held forth there for two years. Charlie-Freeman en route to Dallas with a proposition, and Casa Manana at Ft. Worth is in receipt of four dif-ferent propositions.

ferent propositions.

Ft. Worth decided not to operate the site itself but to lease it to an operator. Understood decision has caused plenty of battles in city councaused pienty or battles in city coun-cils, on pros and cons of municipal operation. Offers to Ft. Worth have come from Bill Morrissey and Wil-liam B. Friedlander for revue pur-poses, from Music Cotp of America as band and revue site, from Fortune Calle and the Shibhert for duplica-Gallo and the Shuberts for duplica-tion of Jones Beach, L. I., and Randall's Island operettas around New York, and from the St. Louis Muny Opera. Latter would route oper-ettas with principals augmented by stock chorus at Ff. Worth.

## EASTERN VAUDE **EYED BY UNIT ON COAST**

First Coast-produced vaude unit to be offered eastern theatres in two years is 'Flyin' High,' by Jack Maggard and Fred Hanson, currently pass and area Hanson, currently playing California time. Last in the east was the Fanchon's Marco show featuring Betty Grable and Jackie Coogan, which played 14 weeks in 1936.

1936.
Cast includes Roy Rogers, Ward and Van, Bob Neison, Barbara Beck, Ernest Sariscino, Varsity Four, Virginia Roberst and 10-piece orchestra. Curtis & Allen agency peddling the layout in the east.
George While produced a musical hit, featuring Bert Lahr, on Broadway seven years ago labeled Flying High.

#### **WEARING OFF AN EPIDERMIS REP**

Johnny North of Ringling Bros. & Bailey circus was considering Sally Rand as an attraction for the show but shied at the fanner's rep because of the kid angle of cir-

Miss Rand is a capable heavy wire worker and trapeze artist, but North will wait until next season. Idea of Miss Rand going into straight legit theatre or summer theatres soon will offset the epidermis rep for next sca

#### London, Paris and S. A. To Get Cotton Club Shows

Three copies of the Cotton Club Parade of 1938 will open coincidentally London, Paris, and Buenos Aires June 25: Productions will be comprised from the third, which recently exited the Cotton Club, N. Y., and the current fourth edition.

#### **Burlesque Review**

#### ELTINGE, N. Y.

Plenty of chest undrapery, song and dance on tap here this week but the 90 min, presentation is lighter than usual on comedy. Ace trio of Hank Henry, Phil Silvers and Mar-gie Roy do what they can with hackneyed material, drawing only the usual quota of laughs with the den-tist office and other mossy bits. Nothing outstanding. Lou Denny in the straight slot.

attractively staged Production and arrestingly costumed but over-board on dances. It has difficulty board on dances. It has difficulty maintaining the pace set by the opening number, a fact bit aided by Chet Alland, inve, and Frances Mann, femme, warbler. Atland makes a mistake at the curtain holst in piping from the center sans mike. Voice hasn't enough power. Galleryites probably in the dark about the tune until he gets behind the p. system. Miss. Mann's vocalizing above average.

age. Georgie Sothern is in the featured age.
Georgie Sothern is in the featured peeler slot. Per usual, when she comes on the toof goes off. Frances Barry is the leadoff shucker, leaving em begging for more. Irene Austin also fails to give common under the companion of the companion

than that.

Six showgirls and 10 ponies do line
and parade work. Okay for routine
stuff but not enough precision savvy,
for an attempt at a sort of 'Dance
of the Wooden Soldiers.'

## **COURT ORDER** HITS DANCERS

Temporary injunction which prevents a group of Cuban voodoo dancers from appearing at the Furnace Club, N. Y., was issued Friday (25) by Supreme Court Justice Julius Miller, pending trial of the suit for a permanent stay. Plaintiff is Isabel Pedro y Valiente, former is isage: Fedro y Vallente, former manager and 'guardian' of the group, who claims that Virginia Burns and George Hamil, operators of the Furnace, 'conspired' with the dancers to run, out on their contracts with him.

him. Plaintiff claims he organized the dancers last August after receiving the okay of the Cuban government: to bring them to the States for a limited period. Last month, Valiente claims, the dancers ignored his orders and agreed to appear on their own at the Furnace Club, despite the fact that the manager had made arrangements for their appearances at fact that the manager may manager and fact that rangements for their appearances at La Conga, and the Club Yamuri, N. Y. niteri Under his direction, the group first appeared at the the group first appeared at the Rainbow Room, N. Y., in December

## **JACK GREENMAN HEADS**

## PHILLY BOOKING **GROUPS SNARL ON MERGER**

Philadelphi March 29.
Differences over choice of a name for the new organization from projected amalgamation of Contractors Assn. and Licensed Bookers is snarl-Assn. and Licensed Bookers is snarling the merger. Contractors want use of that word in the new title, while other group demands that Contractors' be eliminated, wanting to call it Licensed and Bonded Theatrical. Agents of Metropolitan Philadelphia.

Tony Phillips, leader of the Licensed Bookers, declared, There is no such thing as a contractor. We all work on fees. Such a title would be a misnomer. Florence Bernard, prez. of Contractors and sparkpling in the merger, said she, thought she

in the merger, said she thought she could talk most of her group into

could talk most of her group into accepting some compromise.

About 20 members of Licensed Bookers Assn. will meet today (Tuesday) to go over the situath. Many in favor of cooperative action between interlocking boards of directors of the two organizations, rather than complete union.

If a plan can be worked out, all the 10%-ers will get together Thursday (31) for final interment of the ax:

#### FOMER N. Y. BURLEY SEEN AS YIDDISH LEGIT

Negotiations are under way to open the recently shuttered Irving Place theatre, N. Y.,

Place theatre, N. Y., Jewish, legit house, It folded last month as a burley, stand following a fire. Hous is still in the hands of the fire department, which is Investigating.

Recently, there had been a deal on to reopen the spot as a grind picture house. Reported former Judge Thomas Crane, who owns the property, is handling the deal.

#### Saranac Lake By Happy Benway

Dr. Wariner Woodruff batting 1,000 on the season, 60 operations, 60 hits, no errors, Greatest kn.fe-thrower in Actors Colony history.

Only real setback of season was pulled by yours truly, who thought he knew more than his medico, sulting in some strict bed work. Coming along, though,

The new routine at the Will Rogers hospital, sends the inmates downtown with a Everybody Happy

Ben Schaffer's having his spat cleaned, the usual spring affair.

Hank Hearn, from Dixie, vas all agog when his frau planed in from Atlanta. She will stay here for a spell of leing her man, who is doing exceptionally, well at the Will Rogers.

John Louden all hot and bothered over the fact that he is penciled in for an op. Woodruff again.

over the fact that he is penciled in for an op. Woodruff, again.

Two who descrive special mention are Margaret Newell, who has taken up business course, and Toddy-Bodwell, both tops on the comchact, another credit to the Will Royers.

Ford Raymond ceiternated His 10th year as an ozoner here by playing sylo son. Tim Tieing the Leaves:

They Won't Come Doyn!

Philadelphia representation up here holding up ok. is Milton Wecks, who managed the Keswick theatre, Philadelphia, and Avalon, Avalon, N. J. Alice Carman, a 10-year ozoner. Philadelphia is and the sis sing is another. Philly product showing grand results. Russ Kelly, celebrating his fifteenth year here, d'a his stuff for years with Frank Dumont and Emmet Welsh's Minstroh in Quiaker City. He's also on the up and up.

Al Boerner, who returned to Ch.

Hotel Shelton

Hetel St. George (Brooklys) Harold Stern Ore Hotel St. Morits

Ralph Gonzaice C Basil Fomeon Or Claire Vermonte Fawn & Jordon Holei St, Regio

Geo. Hall Ore Dolly Dawn Hotel Victoria

Leo Reisman Ore Xavier Cugat Oro Shella Barrett Gower & Jeanne

Kelly Rev
Kit Kat Clab
Maurice Rocco Or
Pearl Baines
Teddy Hale
Inky & Blot
Conoucio Harris
Dorothy Rhodes
Larue
Eddle Davis Ore
Joseph Smith Ore
Julie Gillespie
Grazielia Parraga

La Conga

E. Mattiguera Ore
Patricia. Oilmore
La Marquise
Rarol Kane
Triul Pinza.
Frank La Salia
Silvertone 3
Matta Forbes
Frank McFariners
Frank McGarine
Cela Loc
Ann Stuart
Laurel-in-the-Pinsa
(Lankwood, N. J.).
Jerry Livington Or

(Lakewood, N. J.)
Jerry Livingston Or
Le Coq Range
Don Marton Oro
Gen Storney Oro
Murray Heyman
Le Mirage
Harry Horion Ore
Consuelo Flowerton
Eleanor Shevidan
Rudolph & Xandra
Maryon Dale
V MacNaughton
Tudale 2

Leon & Entitle's
Lou Martin Orc
Clarence Easter O
Eddie Davis
Jack Waldron
Edith Roaric
Georgia Sothern
Lane. Tree & E
Trent Patterson
Lail Foun Tr
3 Komics
Jean Soott
Lillian Frizzerald

3 Komics
Jean Scott
Lillian Fitzgerald
Cookle Williams
Le Kuban Blea
Hope-Emerson
Hérbert Jacoby
Elsle Houston
Jimmy Daniels
Bowers & Walter

Marta's

Angel Pagan Ore Elena Cortez Pippo E Villanueva

Henry Jerome Ore Lillian None

n & Eddle's

Jerry Roso

### Variety Bills

NEXT WEEK (April 4) THIS WEEK (March 28)

Numerals in connection with bills below indicate opening day of show, whether full or split week

#### RKO

BOSTON

Stepping Toes

LeQuorue Co
Manhetainice
Fenwick & Cook
Fenwick & Cook
Stave Evan so

Stave Evan so

Stave Evan so

George Stellord

George Cook
Buster Shedon

George Cook
Buster Shedon

George Cook
Buster Shevet

Die & George

Diaz, Don & D HOSTON

CHICAGO
Palace (1)
Chester Hale Girls
Monroe Bros
Sara Ann McCahe
Gil Lamb
CINCINNATI
Shuhert (1)
Major Bowes Co
(25)

Shubert (1)
Major Bowes Co
(25)
Ina Ray Hutton Orc
Monroe & Grant
3 Samuels
Harriet Hayes
Cookle Bowers Harriet Haves
Cookle Bowers
CLEVELAND
Palace (1)
Tominy Dorsay Or
(25)
Cab Calloway Orc
SCHENECTADY
Proctor's (31-2)
Timbers & R. Co

ON A 3 WEEKER

WALTON BOOF PHILADELPHIA READINGER TWINS Dir. LEDDY & SMITH

#### Loew

Bert Wilder
Carl Freed Co
EVANSVILLE
Majestic (31-2)
Ches Davis Co

RICHMOND Loew (1)
Fred Waring Ore
WASHINGTON
Capitol (1)
J & J Duthera Capitor (a. J. & J. Duthers George Campo Shella Barrett Clyde McCoy (

DETROIT Michigan (1)

#### **Paramount**

NEW YORK CITY
Faramount (50)
Cu of the control of t

EL PASO Plaza (3-5) Blackstone FARGO Farge (1-2) PHOENIX Rialto (6-7) Riaito (6-7)
Major Bowes Co
SPRINGFIELD
Puramount (1)
Ted Lewis Co
TUCSON
Riaito (4-5)
Major Bowes Co

### Warner

BROOKLYN

Aunt Jemima
PHILADELPHIA
Earle (1)
Ben Blue Co
Jackle Cooper
Radio Rogues
Lucy Monroe
Balabanow 5
(25)
Clyde McCoy Oro
4 Franke
Don Beetor Orc.
Dick Ware

PITTSBURGH
Stanley (1)
Happy Felton Orc
Buster Crabbo
Honey Fam

(25)
Tommy Dorsey Or
J. & J. Seller
J. & J. Seller
A. M. ASHINGTON
F. Earle:
G. Tom Barry
Johnny Bryant
Lucille: J

Independent

CHICAGO
State Lake (1)
Madle & Ray
Gautlers St'pl'chase
Watson Sis
Sinciair Sia

Simpsons Hum'net's Robby Short Irene Taylor Bob DuPont MEMPHIS Orphicum (1-4) Dell Coon Orc d & Al Dell Coon Orc.

NSAS CITY, MO. (5-7)

Fox-Tower (1) F Henderson Orc.

### London

Week of March 28

Astoria D. H. Jean Flotian
Billy Cotton Bd.
CAMDEN, TOW
Gnumont
Jean Florian
Lorraine
Thorp & Stanfon
Delayer & Pare
Control
Ruble Sis
White Flashes
Fleids Bd.
Life annia
Life Sycender
Life Sychology
Life Sycholo

Granda
Blacari Serenaders
HAMMERSMITH
Palaco
Ambrose 8

ISLINGTON
Blue Hall
Astill & Fontaine
Swifty

3 Reddingtons
Balabanow 5
WILMINGTON
Queen (29-31)
Will Osborne Or

LEWISHAM Polace Mantovaul Dd LEYTONSTONE Rialto Macari Seronaders STREATHAM Palace

Palace
Mantovani Bd
TOOTING
Granada
Alec Pieon
White Flashes
Fields 1ld
WALTHAMSTOW Ewginald Dixon Gordon Ray Gis

Standish Bros
Hobby Howell Bd
Palace
Stanelli Sing Party
Norman Long
Russel & Marconi
3 Musketeers
Renest Shannon
Danvers, Lucae & H

Shamvas
Max Herman
Jack Wynno
WOOIJ GREEN
Palace
Leslie Strange
Toni Borelli
Savoy Jr Bd
Granada

#### **Provincial**

Week of March 28

ABERDEEN Jack Antho & Clare Bond Rowell Hilda Meacham Sherman F Gis

EDINBURGH
Royal
Harry Gordon
Renara.
Terry Wilson
12 Loretta Girle
Clayton Sis
Jack Holden
Alex Lennox
Marwoode & R.
Deveen Co

Jac.
Alex Le.
Marwoode a
Deveen Co
GLASGOW
Pavillon
Levante

#### Cabaret Bills

NEW YORK CITY

Barrel of Fun Snub Mosely Or Clayton & Dunn Gertrude Dwyer Bennett Green Bertolettle

vy Cole
une Carroll
nne White
Little Sachs
aura Deane
enee Villon

Bill's Gay 90's

Casa Manana e Lyman Orc e Candullo Ore Rockwell. lly Rend rten Downey. car Shaw

Oscar Shaw
Tom Patricola
Stan Kavanagh
Wille. West & M
Waller Dare Wahl
Frazee Sis
Proske's Tigers
Sanami & Michi

Chateau Moder
Bert Mann
Billie Blue
Dot Wexler
Connie Maxwell
Bobble Faye
Madame Jean
Carolyn Potter

Club 18 CAub 18
G Andrews Ore
Jack White
Pat Harrington
June Lorraine
Frankie Hyers
Leita Gaynes
Jerry Kruger
Doc R' E Lee
1-R'd Jackson
Willie Grogan
Tullo

Club Gauche Los Gauches Ore Los Gauches Ore Dinitri & Virgii Trini Plaza Nannette Vallon Arturo Cortes

Namette
Arturo Cortes
Latonita
Club Yumur
Amando Castro
Rosita Ortega
Manchito
Teddy Rogers
Rosita Rodrigo
Lolita Gomez

Cotton Club-Duke Ellington Or Alda Ward Peters Sis Ing-Den Bates Mac Johnson Alnu & Anise Chocolateers

El Chico

Don Alberto Ore Don America Normita Nena & Candido Sovillanas Fausto Alvarez Asuncian Granad

Augusto Coen Oro Mercedes Famous Door Louis Prima Oro Art Tatum Johnny & Geo Hotel Suvm Plaza Geriy Morton Orc Loe McNamara Dixle Higram Dwightt Elsko Don Alfonso Orc

Garbo
Albert Malanga Oro
Baron Gyldenkrone
Dorls LaVerne
Mickey Fccley
Tarrent & Dacita

Greenwich Village Casino
Ray O'Hara Ore
Alieen Cook
Helen & Tom Nip
Joe Lane
Jean Buxonle
Ruth Hazen
Peten-Randall
Carolyn Knight
Valerie Dumont
Jeey Cappe
Jean Jordan
Jean Jordan
Jean Yokers

Havana-Madrid Vicente Gomez Raquel & Tarriba Lucha Reyes Hilda Ramos El Caney 6

Mickery House Joe Marsala Ore Peggy Newton 3 Peppers

3 Peppers

Hetel Ambassader

Dick Gasparre Ore

Florence & Alvare;

Adelaide Moffett

Hotel Astor Sande Williamo Ore M. Raginsky Oro Hotel Belmont-Plaza Sonny Kendis Ore Lillian Shade Thurston Crane

Hotel Butmore

Horace Heidt Ore Charles Goodman Red Farrington Lysbeth Hughes 4 Kings

Lysoeth Hugnes

4 Kings

Hotel Rossert
(Brooklyn)

Will AlcCune Ore.

Hotel Commodere

Red Norvo Ore

Mildred Balley

Blue Barron Ore

Metel Esses Home

Charles Baum Ore

Charles Baum Ore

Le Lawnhurst

Hotel Gas Allene

Eddle Lane Oro Hotel Lincoln Isham Jones Ore Kathleen Lane

Hotel McAlpis J Messner Ore Jeanne D'Arcy Gonzales & Menne

Gonzales & Mennen
Hotel New Torker
Jimmy Dorsey Oro
Bob Eberle
June Richmond
Ross McLean
Charles Uksiia
Roberts & Farley
Affred Trenkler
Roberts
Rober

Bric Wait
Hotel Park Centra
Jerry Blaine Ore
Cass Franklin
Una Wyte
Enters & Borgla
Fréddy Werner
Balabanow 6 Balabanow 6
Hutel Pennsylvania
Benny Goodinan O.
Ray Baudue
Kay Weber
Hotel Picendilly

Pancho Ore Veloz & Yolanda Hotel Roosevelt Guy Lombardo Ore Lukewela Ore

Beverly Wilshife Harry Owens Orc

Biltmore

Cafe de Pares Roberta & Ray Dorothy Black Helen Mendel Rex Denny

Rex Denny
Cafe International
Les Hite Orc
Cafe in Maze
Ellane Dahl
Don Roland Orc
Clover Club
Bob Grant Orc
Rhunba Orc

Club Versullles Robert Bros.

Robert Bros.

Carmen Chrimecta
Helch Robbins
Bill Lanki
Daryl Harper Orc

Aniwa Boys
La Conga
Chiquito
Tana
Eduardo Duranda
Rhumba Bd
H Rosenthal Orc
Little Club
Jane Jones
Bessie
Thy Meredith
Lee Keener
Faul Kendali
Helen Warner

Omar's Dums
Lee Leman
Ayonda
Mavis Mims
Eddy & Tours
G Redmonds Oro

G Redinonds Oro.
Facilic Sunset Club
Vicki Allen.
Rossillanos.
Agnes Jahnson
Kenny Gartner
Dorothy Roberts
Chico.

Chico
Pulimar
Dural & Rence
Misings
Muzzy Marcellano
Hulison Mctager Gi
Ted Ylo Allto Orec
Parls Jing
Renry Monet
Ken Henryson
Radoil & Conclita
Pel Rio & First
Hollino Drennan
Hollino Drennan
Hollino Drennan
Frank Sprilino Ore
Frank Sprilino Ore
Seven Scas

Beven Scas Lily Gibson Honolulu Dancer Kay Silver

Somerset Rouse
4. Park Ave Boys
Durrell Alexander
Topsys
Leona Rice
Alice Huiett
Agnez Jolnson
Maxino Wingo
Dana Billings
Russell Brown

Blackhawk

Club Alabam

885 Club
Paul Rosini
Gladye Crans
Susan Cantu
Gloria Fays
J Honnert
Nina Rinaldo Ore

angrid
Dolores Green
Skippy Reale
Robble Conner
Lew King
Jules Novitt Ore
Jules novitt Ore

Cabaret
Chas: Engles Ore
Jack Irving.
Art Buckley
Al Wagner
Dorothy Johnston
Laurene Nevell
Joe & Lonett
Harry Einden
Billy Meyers
Mystle Vibra

Mystic Vibra

#1-Hat
Willie Shore
Nan Blackstone
Luba Malina
Gould Sis
Kay LaSalle
Sid Lang Oro-

Hotel Blamarch (Walnut Room)

Art Kassel Ore Marien Holmes Billy Lee 2 Elleens Frank Payne Young & Sloan

Hotel Brevoor

Ancherage
Julia Ruth
Laval
Eleknor Bowers
Johnny Graff Ore

Areadia Int'l
Buddy Rogers Ore
Diane Denise
Bob Hannon
Jack Douglas
Kmar
Don Renaldo Ore
Prankle Paine
Patsy Marr

tunny Berigan
lonel Rand Or hirbara Parks
McNally Sis
Place Elegan
V Palermo Ore W Palermo Or Bill Farrell Ernest Franz Vincent DeC Rex Gavitte

Rosaile Roy Sadie Benks Ethiel Bennett Ada Lubina Ronnie De Campe Onys Club John Kirby Ore Muxine' Sullivan Leo Watson

Paradian

Bob Crosby Orc Alice Marlon Loyanne & Renard Jo Audrews Ches Parce

Ches Parce

Harry Richman
Judy Starr
Lou Breese Ore
C & J Preisser
Don Huston
Don Orlando Ore Plantation Club Ovie Alston Ore Lee Simmons Morton & Margo Lawrence Illii Anderson Sis

Queen Mary Queen man,
Hal Hope Ord
Ray Jones
Ann White
Sid Manish
Katherine Mayfield
Wilson Lang

Laternational Castine
Tascha Binchibk Or
Gene Foadlick Or
Gene Foadlick Or
Gene Foadlick Or
Gene Foadlick Medition
Gene Foadlick Or
Author
Maurice & Crance
Jacuseline Milgane
Emilie Gregoire
Jimmy Kelly
Joe Capello Orc
Alina Small Ore
Kelly, Rev
Kit Kac Clinb Wilson Lang
Queens Terrace
(Woodside, L. I.)
Jack Melvin Ore
Jerry Baker
Billy Vine
Mildred Craig
Newall Radio Franks' Cl Frank Bessinger Jerry White Gracie Morgan Gus Wicke Jimmy Burns Fred Bishop Mammy Jennie Joe Gallagher

Rainbow Grill Bert Block Orc Theod're & Denest Eninbow Room

Rainbow Reem
Ruby Newman OreDon De Vodi OreBilly Milton
Raye & Naidi
Roumanins Village
Charley Swartz Ore
Ludwig Satz
Henry-Berman
Lee Fuld
Lee Fuld
Loose
Doloris-Rossina
Gypsy NinaRusslan Art
Fasin Datsko Ore-

Russian Art
fash Datsko Ore
fanna Kouznetzova.
Mara
Sinda Voella
Alex Bolshakoff
Eli Spivack
Zachar Martinoff
Russian Kretchma
Nichölas Matthey Or
Midnel Michon

Michel Michon
Mischa
Daria Birse
Madia Sokoloskaya
Marusia Sava
Marusia Sava
Salam Rioyal
Barry Winton OreJoan Edwards
Nancy Mison
Hida Salazar
Martia Stephenson
Stork Club
Bobby Parke Ora
Nito Menendez OreVersaillee

Wersaliles
M Bergere Oro
Gus Martel Orc
Willie & E Howard

Village Barp
Johnson Or
Pekgy Mann
Tom Emerson Ce
Larry McMahon
Gardner & Kane
Cyril, Mansfield
Kollegiate Kids
Village Brewery
Lou Carroll Ore
Jimny Auduboa
Pat Kilgatrick
Whirling Top
Fran Craven Village Barn

Wivel

Bob Asen Ore Mitzi Perry Susie Odem Bob Lee Alda Patricia Riley Fiola Marin

Lillian Nono
Helene
Jack Mason
Old Roumania
Michael Weiner
Yourly Yourloft
Helen Shaw
Sammy Morris

LOS ANGELES

Ball Charlie Lawrenc Bruz Fletcher

Dean Junis Joaquin Garay Petch & Deauvi Pritchard & Loi Frank Trombar

Dary Harner-Ore
Caronaul Graye
Dergen & McCarth
Pergen & McCarth
Herbin Khy Ore
Havalian
Pamilise Club
Lisina Ala
Hilla Puniola
Eddle Bush a
Pau Kinisha
Pat O'She
Lick McLintyre
Sol. Riod Ore
R Cafe
Anando & Lila

Jimmle Dodd.

Patsy Marr Bellavac-Stratteed (Planes Reem) Moyer Davis Ore (Burgund's Reem) Frank Juele Ore Bes Frankth Retel (Georgian Reem) Beans the Rims's Deloyd McTig. Ross Irwin-Harry Dobbs Ora Lenora. Sola Wally Wanger Circle Wally Wanger Circle Maye Credarwood Ins.

Roys & Maye
Cedarwood Ina
(Malaga, N. J.)
Clarence Mich Ore
Dolly Mxon
Mona Lawson
Marie Lawson
Marie Lane
Mitzl Lane
Alice Marlow
Alleen Fays
Mital Marlow
Alleen Fays
Peggy Eannes
Club Parakees
Al Wilson

Club Farakeel
Alok 1900
Alok 1900
Alok 1900
Maina Heonard
Kay Dixon
Dottle Boilinger
Emma Stouck
Bill Thornton Ore
Embasy Clis
Barbara Johnson
Bett Clemous
Gerdova Sis
Cordova Sis
Cordova Sis
Evergren Casina

Rob Coffey Amelia Gillmore Enthicen May Miller Sis Hehry May Ord 1523 Locust 1523 Locust
South & Lane
Dalsy Leighton
Ruth Martin
Ray Lavery
Irone Kay
Rert St Clair
Swing Kings Ore Tony, Allan June Iwrd Constance Blackm'n Lorraine Gerard Jan Garber Ora

Trocadero Garwood Van Panchito Orc Victor Hugo Judy Janis Bob Millar Or

CRICAGO

Hotel Congress (Casino) N T G Rev

Drake Hotel
(Gold Coast Roc Hal Kemp Orc Rosallud Marqui Elaine & Barrie Chas Carrer Sunny O Dea

Celesimes
Henri Gondron Orc
Gus Van
Yvette Rugel
Franchon & Frich'n
Eddle White
Ross Wyee Jr
Renee Villon
Mildred Jordon Julia Hunter Edgewater Heach Hatel (Marine Room)' Griff Williams Org Monte Kelly Huddy Moreno Nob 3 Hotel Palmer House

(Empire Reem)
Manrice & Cordoba
Gall-Gall
Dorothy King
Stanley Hickman
Rernie Cumming Or
Abbott Dancere

Novelle Bros Bob Bromley Stadler & Rose Louis Panico Ore

Motel Stevens
(Continental Room).
Sterling Young Or
East Reckard

Bart Reckard

Mickey—Dunn

Marcello Gardner

Marcello Gardner

John Hurst

Royale Frolles

Rais Bros

Dolly Kay & Dean
Mark Fisher Ore

Mal Tomack

Anita Jacob

Richards, Adrien 2

3 Trojans

Three, Deuces

Throjans
Three Deuces
Roy Eldridge Ore
Cleo Brown
Gladys Palmer
Fred Reed
Monette Moore

Nacht Club
Billy Gray
Jerry Bergen
Midred Fenton
Fritzie, Lurie
Maurie Stein Ore
600 Club
Billy Carr
Marlon Biller
Tripoll 3
Mary Grant
Boots Burne
Marne

#### Florence Schubert Bene Laevin Jee Parlate PHILADELPHIA

Bubbles Shelby
Hollywood Cafe
Grace O'Hara
Billy Hays Ore
Jack Steck
Ambassadors Line

Hotel Adelphia (Cafe Marguery) Bob Rollner
Joe Frasetto Ors
Beverly Kirk
Paul & Pettit
Don Angelino Ore
Leon & Mace
6 Danwills
Bryant, Rains &

Lambs Tayera Larry Meli Ore

Larry Mell Ore

Little Rathakeller

Jack Griffin Ore
Johnny & Geor

Johnny & Geor

All Geor

Larry Mell Geor

Larry Mell Geor

Larry Mell Geor

Larry Mell

Larry James

Larry Mell

Larry James

Lar

T Corodetsky Ore Stamp's Cafe 3 Dancing Darling LaCosta & Lolita Billy: Richmond Vic Barlson Pat Cranford Jack & Johnny Irving Braslow Ore

Clementon)
Bill Honoy Orc
DeMar & D'Andre
Thelina Moore
Frank McCormick
Rath Kidd
Chester Dolphia
1214 Club

Sliver Lake Inn

1214 Club
Jackie, Green
Hollywood Girls
Pearl Alexandor
Isabelle Ray
Fleanor Sterling
Glinger, Sherry
Mytna Donne
Chick Finis Orc
Parrish Cafe

Ross 2 Crosetti Sis Dolly Vaughan Norma Norten Victor Nelson Ore Trank Ponti

Walton Roof

Weber's Hot Bras (Cample) Louis Chalkin Ors Ray Miller T & J Sh'll sh'momer Arablan Co. Kahn & Pinio Kahn & Pinio Rudy Durder Jack Moss Semple Zinio Int'l Instrumental & Eldoradians Usang Club Doc Hyder Oro Bobby Evans cton
cyclison
cyclison
cyclison
21 Ctub
Catherine Hoyt
Mimi Rolline
Mickey Alpo
Kathryn
Elaine
Je

Smiles & Smiles Dot & Dash Blanche Snunders Walton Roof
Selle Baker
Jene Donath Ore
Jincent Rizzo Ore
aul Neff Ore
Fred Keating
Oarlo & Diane
Jradingor 2
Sydell & Spotty Jennie Dancer

Yorktowne Tavers Frank Harrigan Frank Stuab Ore

Hotel Copley Square Vin Vincent Orc Dan Sweeney Helena Carlson

Weber's Hof Brau

#### BOSTON

Jimmle McHale
Scott & Deuglas
Rose Rayner
Mary Lou & S
Lynne Borne
Waiter Donahue
Sylvia Thompson

nut Grove

Billy Lossez Orc Billy Payne Chas Mazone Co 5 Park & Lane Al Richer

Al Richer.

Couige
Eddle Dear Ore
Rulline & Rollins
Sweety Ple
Graves
Saily Vine
Buddy Lew's
Rose Chippinan
Famous Door
Herbert Marsh Or
Alice St John
Ruch Culburn
Ruch Culburn
Ruch Culburn
Ruch Culburn
Ruch Gulburn
Hotel Bradford
(Fonthouse)
Frankie Ward Or

Frankle Ward Orc (Tarmen Trudeau) Muriel Page Medisca & Michae Sherman & McVey Lawrence Spartan

Sylvia Thompson
Club Mayfair
Lewis Bonick Ora
Dawn & Darrow
Dick & Dot Jones
Mystics 2
Frank Hall
4 Kings Hotel Statler (Terrace Room) Nye Mayhew Orc Linda Keene Buddy Welcome

(Cafe Rouge)
S Cavicchio Ore
Hotel Westminster
(Blue Room)

Hotel Westminster
(Blue Room)
Murray Sack Ore
Horey Murray
Horey
Horry
Leo & Rita
Leo &

Kirby Brooks
Steulien's
Jack Fisher Oro
Janet Carol
Chadwick 2
Harrison & Hoyt
Elaine & Harriet
Marle King

Towne Club
Vaughn Monroe Or
Trement Pinza
Gene Nickerson Or

### Lawrence Spartan Hotel Copley Plaza (Sheraton Room) Irwin Gilbert Ore Hotel Cupley Plaza (Merry-Go-Rauid) Jimmy Avalone Or MIAMI-

Club Bagdad Hughie Greer Ore Sherr Bros Roberta Sherwood Harvey Bell Frickee Sie

Harvey Bell Frickes Sie Frickes Sie W Feldkamp Ore Carhonell Ore Carhone

Bill Green's Leighton Noble Ord Edith Caldwell Chick Floyd Johnny McApee

Johnny McApee
Harlem Casin
Jimmy Wadkins
Riythm Pals
Larry Steele
Helen Wiles
Davis & Davis
Sparkplug Geore
Emma Smith
& Harlemettes
Lillian Young
Connie Berry

Hotel Henry Ralph Harrison O

Ralph Harrison O Hofel Roosevell Buddy Russell 2 Hotel Schenley Howdy Baum Ore Freda Lazier Buzz Astou

Diana & Del Campo Irene Blinn Corrine & Maebelle

orrine & Maebelle Mismi Biltmore

Manial Billimore
Bob Spiriting One
Bob Spiriting One
Bob Spiriting One
Bob Spiriting One
Marinsa
Reney Plura
Jack Meyers Oro
Studies One
Studies One
Studies One
Bory Devine
Terry to Prancol
Royal Pain Club
Vincent Lopes Ord
Jone E Lewis
Terry Devine
Re Spiriting One
S

R & S. Reyre
Roblins Fain
Sunny Ister Club
Fayer Tucker
Northway & Danlie
Carroll & Gorman
Villa Venice
A Lukas Orc.
Olivette & Dimitri
Lamhertons
Gaylens Sis,
Louis H, man
Alice Kellerman

#### PITTSBURGH

Cannen
Clenn Harding
Wayne & Roberta
New Pena
Joe Haymes Occ
Honey, Burns
Joe Rogers
- Nixon Cafe
Frân Eichler Oro
Betty Benson
Cafe
Cafe &

Betty Benson
Gale 6
Olive White
Lou Fink
Angelo Di Palms
Nut Club
Bill Rector
Danydills
Al Gault

Plues Brad Hunt Or Ray & Marle Plaza Cafe
Ilamy Ecyton
Adele St, Clair
Lohnsons
Kay & Kay
Joe Thomas

Johnny Duffy
Hotel William Penn.
(Grill)
Lawrence Weik Orc
Lola Best
Kirby, Brook
Walter Bloom
(Continental Bar)
1 Guardsinen Itulian Gardens Eizi Covato Orc Jack Peck Revue

#### DETROIT Don. Arde

Book-Cadillac Hotel (Hook Casino)
Johnny Hamp Ore
Crawfor & Caskey
Jane Whitney
John Campbell
(Mater Park

Detroit A. C. Bob Chester Ory Jackie Fisher Put Nasca Arny Curvall (Motor Bar) Peter Kent Orc Connie Gates Hotel Stutler (Terrace Room Chaz, Chase, Bubby, Edwards, Samny, Dibert, Ore, Mailelyn, Baker

Jack Marshard O Vanghan Muarce Roberts & White: Jack Berry

Commoderables 6

(Continued on page 62)

# EQUITY-WPA GRIMACING

## Equity Offers Year's Status Quo, No Preferential Pact; Ticket Code

If the League of New York Thea-tres will adopt a code of fair prac-tices' in the matter of ticket control, Equity is prepared to guarantee there will be no changes in policy for a period of one year. That is as near to a basic agreement as Equity eares

period of one, year. That is as near to a basic agreement as Equity cares to go.

It will not grain a preferential don-tract, which the league had proposed. Understood that the actors' association was advised against such a deal as 'It might get us into trouble.'

Equity's decision not to enter into a preferential contract followed a legal opinion to the effect that an avenue might thereby be opened to a charge of conspiracy. That the relations between Equity and other stage unions might be strained did not appear to figure in the matter. Just how the managers would benefit from the one-year agreement, so not clear; but if the proposal goes through Equity would be in a position to call for showdown against managers who do not conform to the ticket code. It could call out the actors in shows of those managers. That was the intent of a resolution previously toyed with by Equity but never adopted.

Managers sought to handle infractions of the ticket code in their own.

previously tored with by Equity but never adopted.

Managers sought to handle infractions of the ticket code in their own way and worked out the preferential contract plan. Most of the changes in the contract and working conditions agitated for within Equity in the past year or have already been put into force and there are no further proposals scheduled which night affect producers next season. Most recent change made by Equity was eliminating the junior minimum wage of \$25, making a single \$40 minimum for all legit players. That rule was adopted at the insistence of some rank and filers that producers were inclined to favor juniors, making it harder for more experienced people to get small past engagements. However, the junior rule same cast could be used. That is one of the rules dropped when the single minimum went in.

Rehearsal Pay

Other changes which may have

Minimum went in.

Rehearsal Pay
Other changes which may have
affected producers considerably more
included rehearsal pay, bit that is
debatable. There was much commotion over that departure but after a
year or so if was accepted as correcting a precedent inequitable to actors
in the light of may resulterently of ing a precedent inequitable to actors in the light of pay requirements of other stage unions. Recently the probationary period was reduced and two days or so added to the rehearsal pay period. Change aroused managerial objection.

It has been a moot question wheth(Continued on page 58)

### Storm Over 'Take It'; Philly Ams' Quick Exit

Plans of a reputed amateur organization to present You Can't Take It With You' at the Philadelphia Art Labor theatre without permission of the producer had the Sam H. Harris office steamed up last week. Philly street car ads announced the show in the South 19th street soot in that city, with an admission of 35c. Sign at the house announced that the presentation had been indefinitely post-poned, however. poned, however.

#### Meeting Today

Equity committee, given 'broad powers,' will confer with WPA administrators today (Wednesday) over the matter of transfers of its members out of the Federal Theatre Project. Understood the committee could call out Equitylies from relief shows if the results unsatisfactory.

shows if the results un-satisfactory.

Those delegated by council to WPA headquariers: Burgess Meredith, Paul Dullzell; Re-becca Brownstein, George-Kramm, Michael Cisney and Edward Everett Hale.

## GEO. KAUFMAN'S **PUN ON GUIDO COMES HOME**

Two critics with long memories last week embarrassed

Two critics with long memories last week embarrassed George S. Kautman in their notices of 'Spring Thaw,' by reviving an old pun credited to the satirist. Actor in the play burned up at the gag, which referred to him. He had never before heard it.

About 10 years when Kautman was dramatic editor of the N. Y. Times, he read a copy of a review in which the name of Guido Nadzo appeared, and he remarked that the actor was 'nadzo guido.' Associate who heard it laughed and repeated the crack to others.

Both Brooks Atkinson (Times) and Richard Watts, Jr. (Herald Tribune), tised the pun in their reviews of Thaw.' Both credited Kautman, but he said he didn't remember, the crack. Also explained he did not mean it seriously, and never imagined, it would creep into print. Thaw' was severely panned and taken off after.

#### Nominating Committee Stuck; Equity President Candidate the Puzzle

Nominating committee of Actors Equity Assn. was stumped last week, unable to name a ticket for the annual election in June. After a session held Friday (25), the committee adjourned until next Monday (4). Group's object is to name the regular candidates for president, first vice-president and 10 for the council, plus several replacements to that body. Committee includes six members selected by the membership at the recent meeting and three others from the council.

It was evident that the principal difficulty was in arriving at a sultable selection for the presidency. Field was narrowed by the council's recent action in indicating it favored an honorary leader. That means the post will almost certainly be nonsalaried. Burgess Menedith, currently acting president, has stated he will not be a certainly acting president, has stated he will not be a certainly acting president, has stated he will not be a certainly acting president, has stated he will not be a certainly acting president.

sentation had been indefinitely postponed, however.

Proposed plagiarism was investigated by Attorney Frederick E. Goldsmith, who contacted Howard M.
Long, former U. S. commissioner,
there. Harris office also sent a representative to Philly to see what it
was all about. Those sponsaring the
slow there were apparently advised
to drop the Tôca. Stated that the
spot was liceused as a dance hall, but
not for theatricals.

Can't rates of the most
Con't rates of the most
Profitable stage properties years.
Profits of the Kaufman-Hart comedy are estimated around the \$750,000
mark, Original in its 68th week
on Broadway, and the
commander of the committee candidates was a burning
sport will almost certainly be nonsalaried. Burgess Meredith, currentye acting president, has stated he
will not be a candidate for the permaken of prilly to be a candidate for the permaken of prilly to be a candidate for the permaken of prilly to be with the properties. The same decause of his knowledge
of Equity's affairs. If reither Mereconsiders, the committee must look
clearly a fairs. If reither Mereconsiders, the committee must look
committee candidates was a burning
issue at that time.

## 300 MORE FOR WPA, MAY EASE

Shifting of Actors to 'White Collar' Jobs Would Reduce Pay from \$96 to \$56 Monthly-Assn. Demands 'Show Cause'—Would See Lists—Charges Runaround

#### 'AMATEUR' ANGLE

Determined struggle impends be-tween Equity officials and those at the head of the WPA theatre project in New York. There have been conin New York. There have been con-flicts between the project people and various unions and protesting com-mittee before, but the present dis-pute is the most intense of any since the Federal relief theatre was formed. Argument started over the WFA order to transfer some 100 per-sons from the theatre, branch to other white collar projects, with an accompanying material reduction in accompanying material reduction in security pay.

Reasons given by the WPAers for

accompanying material reduction in security pay.

Reasons given by the WFAers for the iransfers are conflicting and the whole idea is contested by Equity. Latter has listened to complaints of members in the relief theatre and has been striving to effect results. Equity officials claim that leaders of the Workers Alliance and City. Projects Council, so-called radical groups of project people, are given the nod by WFA administrators, whereas its efforts too often result in the runaround.

Improving Casts?

WFA people state that they propose to improve the casts of the FTP shows, claiming that old and incompetent players are being transferred for that reason. Equity asks that incompetency be proven, also that charges of insubordination or drunkenness be shown before association members are shunted to jobs for which they are not qualified and for which they are not qualified and for which they pay is reduced from \$96 to, \$56 monthly. For that reason Equity wants to see the list of those being transferred, so it can go to bat for such people.

Pointed out that the project is primarily, for relief and not the excellence of presentations. Equitys claim that politics within WFA accounts for the transfers is countered with a similar answer by the WFA heads. Latter add that the matter of what people on its payroll are amateurs is a matter of opinion, which Equity says is an entirely wrong slant.

Of the number of players transferred so listed there are 27 (Continued on page 58)

(Continued on page 58)

## **TMAT-League Finally Sign Pact** With 'No Ice' Stipulation, 1938-39: Will Arbitrate Guild B. O. Status

#### True to Type

Two members of Brother Rat' (Ambassador, N, Y,) had to leave the cast in the last couple of weeks due to illness. Vincent York with measles, Juliet Forbes with chickenpox. 'Rat' is a schoolboy comedy.

## **EVANS CANCELS** 'RICH'D' TOUR; BAD BIZ?

Maurice Evans called off his tour in King Richard II' in Chicago last Saturday (26), with several reasons given for candelling the remaining weeks, Stated that the English actor is suffering from a stomach ailment and worried over the loss of weight. and worried over the loss of weight. Reported, also, however, that the business of 'Richard' was too spotty, with midwestern stands being disappointing. That probably explains why the plan to play the Coast was dropped. Such bookings-called for another seven weeks.

arother seven weeks.

There were some up-and-down dates in the East, but that territory was easily the best, and Evans was slated for repeat engagements in the more likely stands, where he was to have alternated 'Richard' with 'Henry IV.' There is also a possibility of his appearing in both plays at the Center, N. Y. House is dickering for several special showings for limited dates this spring.

Revival of 'Richard' was a sensational success on Bradway at the St. James last season, where a record run for the work was set, grosses often going to \$20,000 and more weekly. Only in a few engagements out of town was attendance comparable with that in New York.

#### Rumsey's Failing Sight

Intimates visiting Jack Rumsey, veteran play broker, at his Armonk, N. Y. home report that the head of the American Play Co. is fast losing

Rumsey has been inactive of late, his business being carried on by a vet staff.

## Lupe's No-Peecture Burn-Up

#### Photog Ban Bad Enough, but 'Don't Know Her' Brushoff Too Much

Washington, March 29. Lupe Velez's happiness campaign, involving the donating of \$50 to needy family in each town where she appeared with You Never Know,' new Cole Porter musical, ran into snag in the Capital last week. Upshot was 'no peecture in papers, feefty bucks!

Press agent arranging the stunt assumed it was all set with Friendship House, local charity spot. When the actress and a cameraman from Daily News arrived to go through the presentation, however, the matron in charge of the hous bolked. Wors she didn't know who Lupe Yelez was.

Oh, yes, I understand she wanted to give something to the settlement hous, the matron admitted after explanations, "But publicity." No. couldn't have that. I have sent

lected several families that I consider the most worthy and I will be glad to have Miss Velez meet them. But that camera—?

Daily News carried a two-column yarn, replete with quotes, the rest of the conversation, relayed to the paper by the photographer with whom the actress stalked out of the charity spot so mud. It cannot speak.

speak.

I Leesten, News yarn guoted her saying to her press agent back at the National theatre. You tell the Phelecedelphia newspapers, we are going to do this stunt. The presenters will handle these publicity after these. Me geeve my good money in a clothes closet? National Comments of the presenter of the pre

Nuts!
Similar stunt, which Miss
Veley gave \$50 to a local inniried,
couple who wrote in the most appealing letter, went off ok. 35, the
Daily News made counters of it.
(Continued on page 624)

After weeks of negotiation a basic After weeks of negotiation a basic wage and work agreement between the League of N. Y. Theatres: producers and the Theatrical Managers, Agents, and Treasurers union was signatured Saturday (26). Most of the scales and conditions had been agreed on between the committees of both sides and only one or two points remain open for possible arbitration. Agreement extends for the balance of this season and that of 1938-39, or approximately one year and three months.

months.

Labor committee for the producers was faced with a deadline of Saturday afternoon, with the union pulling on the squeeze play. Box office staffs were warned by TMAT to be prepared to walk out at 6 n.m., but the contract was signed by me that hour and the 'strike' failed to come off. Union people explained that all points in the 30-page document had been agreed on and there was further necessity for delay signaturing.

Possibility of trouble between the

further necessity for delay signaturing.

Possibility of trouble between the league and TMAT now appears to have evaporated. Indicated, however, that in the event of a dispute, TMAT cannol look for support from the transfer men refuse to handle the hauling of any producer in support of TMAT, the stagehands with LATSE backing would sten in authorize the show. Known that there is foeling between the stage hands and transfermen's union leaders and that Equity would side with the dusychands, just as the latter did in the actors rike of 1919. Earlier this reason, stagehands and TMAT we fliftling with a plan to take in the latter. Right, now feeling between the two organizations is not friendly either.

she two organizations are either.
League's committee had power of attorney to negotiate for the members. Latter's individual signatures towever, will be required by the union. It is expected that that procedure will be taken by showmen as a matter of course.

No Ice Clause

No Ice Clause

One stipulation inserted in the agreement at the last minute at th suggestion of the league's committee is that treasurers nor producers will accept money from agencies over and above the box office price. Producers' end suggested the clause on the grounds that box office people claimed they recorded to collecting 'ice' because they were underpaid. Union thereupon conceded the point was well taken, but few box office men seemed aware of the stipulation.

Principal point over which the nestination of the stipulation.

Principal point over which the negotiators could not settle is that concerning box office staffs which are ousted when Theatre Guild shows are booked theatres and Guild ticket sellers used. Agreed in principle that the people forced out of work should be paid, but whether the house or the show should be its (Continued on page 58)

#### FITZGERALD BACK IN IRISH PLAYERS' GRACES

Hollywood, March 29.
Barry Fitzgerald, in the doghous with the Irish Player, for hav stayed Hollywood instead of returning to Ireland two years ago, got back into good graces of the company when liev returned he and rejoined the Abbey Players. San Francisco before showing in L. A.

L. A. Fizzerald was kired from the Players for his work in "The Players of the Western World" and went into RKO-Radios picture version of The Informer. Si which time he has been worked in the Informer and the Theory working in Hollywood. Unit O'Connor, and thee'old Abbey ages who was in The Informer, it must be bondon, leaving Hollywood April 7 and sailing May 4.

### Plays on Broadway

#### THE SEA GULL

frunt	Lynn Fontanne
Polor	Sydney Cheenstreet
Vina	
Proffine.	Edith Klog
Macha Cales Accessor	Margaret Webster
Pelsonein	Alfred Lang
Lagrang Dorn	
samean Medvedenko	O. Z. Whitehead
Sanyan Medvedenko Yanv	Alan Hewitt
Street Charles and the	Jacqueline, Paige
Hous-maids.	Ernestine De Becker.

There is no toason why playfoers should become excited about the Theatre Guild's revival of Chekhov's four-act tragedy of frustration. The Sea Gull, in which Alfred Lunt and Lynn Fontame are co-starred. It is the sixth and last subscription production of the Guild season.

For all its slick acting, expert direction and tasteful staging, it remains a museum piece of the theatred acarry-over from the repertoire of the once brilliant Moscow Art players. Period of the drama is in the 190's, when Russians wrote about individualism and self-expression. In the light of subsequent national events, the play possesses a grim derest. Management was correct in limiting the engagement to five weeks—just the subscription period.

It marks the season's second ap-

Imiting the engagement to any ewecks—just the subscription period. It marks the season's second appearance of the Lunts, who recently completed successful, engagement in Amphiryon 38. Their roles in The Sea Gull' no doubt satisfy their histrionic desires, but the parts of Constantine, played excellently by Richard Whorf, and Nina, in, which a highly talented newcomer. Uta Hagen, makes her Broadway debut, are more important to professionals. This deference of the stars to the ensemble is in keeping with the best theater traditions. The Sea Gull' is not a starring plece, but a balanced bit of, playwrighting requiring a general excellence of performance to convey its tragic undertones of defeatism and thwarted ambitions. Settings and costumes by Robert

ing a general excellence of performance to convey its tragic underfones of defeatism and thwarted ambitions. Settings and costumes by Robert Edmond Jones, and direction by Robert Millton give the revival an atmosphere of importance. At the same time, 'The Sea Gull' creaks in its construction. Stark Young has made the adaptation, and the dialog has clarity, some beauty of expression and, as spoken, an occasional touch of humor.

Wolimes have been written about the sease of the dialog has clarity, some beauty of expression and, as spoken, an occasional touch of humor.

Wolimes have been written about the sease of the dialog has clarity, some beauty of expression and, as spoken, an occasional touch of humor.

Wolimes have been written about the sease of the dialog the contraction of the sease of the sea

ent than Chekhov visioned them 40years ago.

Lunt conveys less tragedy as the
popular and superficial novelist than
the others. This is a good conception
as he gets over the charm which
prompts Whan to run away from the
farm and become his mistress in the
big city. She gets a tough deal and
learns all about life and men, but of,
all the characters, despite the heartand the characters, despite the heartthan the characters, despite the heartwith Lunt, and the long passage with
Whorf, in the last act, Miss Hagen
scores heavily. She is attractive,
easy in manner, and speaks her lines
intelligibly.

Miss Fontame portrays Iring as a
mean, unkind, and bitter woman.
She wears a bright red wig, which
accentuates her role.

There are fine performances, too,

Sne wears accentuates her role.

There are fine performances, too, by Sydney Greenstreet; Harold Mottet Edith King, Margaret Webster, John Barclay and O. Z. Whitehead, Flin.

#### Chi FTP Play Changes

Chicago, March 29.
Two play changes on the Federal Project schedule here. Tailor Becomes Merchant, Yiddisher, goes out of Creat Northern April 3, with Great, White Father, Negro play, opening the house again April 7.
'Creat Barrington folds out of the Blackstone April 7; replaced on April 17; replaced on April 17; play based on synhills them.

Blackstone April 7; re April 17 by 'Dark Har based on syphilis theme.'

#### WHITEOAKS

Diramit in three act	s by Mazo de la Roche,
from her hovel.	Presented by Victor
Parence Jeronines S	tars Ethel Barrymore:
todinges Steuben Ha	genra, Singed by Hag-
gard. Settlings. No.	ris Houghton, At the
Hudson, N. Y., Mar	ch 23, '38: \$3,30 top,
Gonn Whitemak	Ethel Barrymore
Afrot Augusta	Lengre: Chippendale
I nele Bruest	WYTIPY BITCH
Unche Mehrdas	Reyholds Dennistan
Renbylance	Robert Shayne
Plers on the reason car	Richard Carlson
Findly,	Stenhen Haggard
Mor	Olive Beeves Smith
Pheasunt:	Colt Pile Colt
Mr. Puttanting	Juseph Roeder
Bulley	Himself
316tilli	Rex

"Whiteoaks, adapted by Mazo de la Roche from her novel, "Whiteoaks of Jalma, aflords only a fair evening in the theare, though it is graced by the presence of Ethel Barrymore, Indications point to a limited en-

Jalna, 'affords only a fair evening in the theaire,' though it is graced by the presence of Ethel Barrymore, Indications point to a limited engage of the presence of the property of the prop

#### ALL THE LIVING

Melodrama in these acts by Hardis Al-bright, salanted from novel by Victor R. Smull. Protented by Cheryl Crawford, in association with John Stillman, Jr. Staged by Lee Strasberg, Settings, Harry Horner, At the Fulton, N. Y., March, 23, 188, 82, 30, 198.

38; \$3.30 top.	Contract of the
Dr. Henry Barns	Charles Dingle
Dr. Hilbert Kromer	inford Meisner
Dr. David Grosh	aguin Souther
Nurse Ann Stalling El	lzaheth Young
Mildred Welch	rginia Stevens
Thomas Jefferson Gardy J	ohn Alexander
Dr. dohn Merritt	Leif Erickson
Stewart E	dward Downes
Mr. Kate Selks	Huth Yorke
Selka	liam Pranklin
Mrs. Jenkius	Alice John
Aler Jenkins	. Alfred Ryder
Adams	John McKee
Premeter	rschel Cropper
Dorty	Marion Willia
Victor Plazza Newton	louis Polan
Newton	y D. Southard
Glunnie Taržel Welds	.Esther Owen
181201 W. 100	Shella Trent
Hovernog Davis	Pinest Rowan
Mrs. Phisto	Saran Wintree
Jossie Tritvia First Monapoly Player	Ann Dunnigan
Second Monapoly Player ?	Hobool Calder
Miss Koton	firate Consis
Miss Keyes Rip Dona Eirst: Student Nur	Li I awden In
Pirst Student Nov	John Bodson
Second Student Nurse Lol	Montgumery
Hallboy	Pronie William
Dr. Ernest M. Vogel Alboma	s Coffn Cooke
Pattents Katherine Band.	Gietchen Ca-
megys, John Lathron	. Kurt Keller
PA CONTRACTOR OF THE PARTY OF T	

Insanity was regarded rather impossibly as a topic for the stage, but in 'All The Living' it is given dramatic form in a performance of such sustained nulerent that even the lateness of arrival should not crimp the chances of a truly exceptional presentation.

chance and a study exceptional resentation of truly exceptional presentation.

It was the idea of an actor, Hardia Albright that the book 'I Knew 3000 Lunatics', by Victor R. Small, was something for the stage but the drama more than adaptation, Cheryl Crawford, whose work as a Group Theatre director included Men. White ohose it for her first managerial venture. Lee Strasberr, also identified with the theatre's younger group, handled the staging skillfully.

The play, which has a number of unisual attributes is clinical, infroducing case histories of such authentifying deather the seen part of the committed of the seen part of

#### Shows in Rehearsal

Escape This Night'-Robinson

Smith.
'Merry Wives of Windsor'—
Robert Henderson and Estelle

Winwood.
"The Circle! (revival)—William A. Brady.
"Eye on the Sparrow" — Cirvan G. Higginson.
"I Married an Ange! — Dwight

'I Married an Amber D. Wiman.

What a Life'—George Abbott.

The Wild Duck' (revival)—
Henry Forbes.

'Heartbreak Rouse' (revival)

leviated even with institutions being undermanned, may be propaganda, but it is heartening.

This dramatic, episodic portrayal of what goes on behind barred retreats is not entirely made up of mental therapeutics. Pace change is provided by an ambable screwball who gives away amything. He show a recommendation of the state of th

#### Schoolhouse on the Lot

	Comedy in three acts (five scenes) has
	Comedy in three acts (five scenes) by Joseph A. Pielas and Jerome Chodorov. Pro-
J	duced by Thillp' Dunning (in association
	with George Jessel). Staged by Dunning
	N. Y. March 20 438 \$2.75 ton.
	N. Y. March 22, 38; \$2,75 top. Lawrence M. Stone Rabert H. Harris
	Suit. Charles Wagenhein Miss Fish Eda Heineman Frank William Form
	Miss Fish Ede Heineman
	Prank William Posses
	George Lewin Averell Harrls
	Pelce Deignoll Opplant Statement
ł	Live Woods Cheeld & Carnel
	Peter Description
	Cynthia Wayne Nancy Sherida
	Carol Birch Mary Masin
	Natidie
	Jeannelle Lagan Change Plaga
	Peruy Walsh
	Peggy Walsh
4	Phillip Heming Sdward Byan Jr
	Roldiy
	Terry
	Henny James Moor Mickey Silney Laine Twas Jame Purti
	Mickey Silney Laine
	Texus
١	
	Mak I in Man Prio Paton Prio A. G. Humibies Steven
	4. G. Humilton, Hunsbley Stevens
ł	Aiming Mereltt. Geralt Sloud Junice. a mey Rarnwel
	Janlee aney Parnwell
1	Others: Julianne Saule David Dalbam that
	Itnih Wills.

Authors Joseph A. Fields and Jerome Chodorov, who know their Hollywood as Illm scriveners, seem better informed of their subject than the manner in which they we transmuted their observations to the rostrum. Schoolhouse on the Lot starts off as a funny idea and with a promising first act, but goes to pieces with a mickevfinn gag as the second act climax. It never recovers there-they are the second act of the second act of

### Plays Out of Town

#### No Traveller Returns

Walliams od Manch 21

Thomas, Director, Hollywood, March 21, 118.
Castr, Eddle Fleds, Grenville Binton, Frederick Winsor, Michael Joffery, Gorge Strol, Margaret Shehin, Betty Lomme, Gene Jennings, Robert Geyer, John Bagni.

Irraeriek Winson, Michael Joffery, Goorge Stone, Staraeret Sheshin, Belty Langurg Lenn, Jonathas, Enbert Corer, John Engill Control of the Co

#### YOUNG ELIZABETH

St. Louis, March 27. Al-Que Jaline, Sr. Jeans, control String, Micross Bullet, Sr. Jeans Comment String, Micross Physics Bullet, St. Jeans Cellfulls, St. Thomas Pouc Stevent Oreana, Counters do Jerui. Marganet Monney Lady, she William. Dolores Harnel Lady, she William. Dolores Harnel Lady, St. St. Jeans Couley St. Nichukis Thompropton. Leo Lederes Lord Jobbert Dudley. Hand Sinth Archibishop in York. Pennk Codey Archibishop in York. Pennk Codey Lord Howard of Billingham. Charles Jacoby Chief Herald. Jacoby Milley Chief Herald. Jacoby Milley Chief Herald. Jacoby Milley Mason Earl of Arundel. Jeonat Ylasse Rouch Lady Many Splane, and January Bang, Rouch Lady Many Splane, and Jacoby May Splane. Arthur Ganter. Julius Jacoby Master Thomas Penys. Lebert Kimpa Ganter Arthur Ganter. Julius Jacoby Master Boysey. Robert Kimpa Miller.

While 'Elizabeth,' last year's winner in the national play competition sponsored by the Little Theatre group, needs polishing, it is interesting. Having combo of romance, intrigue and an international back-ground. Play has Broadway pos-

ground. Play has Broadway possibilities.

Director Harold Bassage has done a fine job with the cast showing evidence of careful training. Settings by Gordon Carter and costuming by Gordon Carter and costuming by Gordon Carter and costuming by Margaret Bishop Breen are good.

Adelaide Terrant Strong, who plays check on the stage almost content of the stage almost c

#### UNCLE HARRY

New Haven, March 27,
Drama di Lyes acts (avvis second by
Phanias Joh, Directol by Alexander Deini,
Settings, Henry, C. Pensoni, endunines,
Settings, Henry, C. Pensoni, Pensoni,
Settings, Henry, C. Pensoni, Lyes
Line Tulcers (V. Harvis, Wigner,
1982), 198.

of sets within sets for shifts to vari-

of sets within sets for shifts to various locales.

Uncle Harry mall-town Miquetoast type, who has always been thwarted by a pair of, dominering maiden sisters, with whom he is obliged to live in order to carry out the terms of a parental will. The sisters, Hester and Lettle, have sidetracked Uncle Harry's only romantic interest so that he would be able to care for them. The incident hand to be a superior of the side of th

back by removing his sisters from the picture.

By Ingenious reasoning, he causay Lettite to poison Hester in subsequently Lettie is condemmed to death because of the circumstantial evidence. With one sister dead and the other about to be hanged. Uncle Harry thinks the coast is clear for a reunion with Lucy, but she refuses him because of the disgrace connected with the affair. Frustrated, the suppressed Harry attempts to do at least one thing on his own initiative by confessing the crime in der to free his sister. Authorities and citizens refuse to believe his story and Lettie, the only one who knows the truth and who can herself through new testimony, goes to her death rather than grant Harry whis one opportunity to assert himself.

Play moves along at a good pace

this one opportunity to assert himself.

Play moves along at a good pace and carries plenty of suspense. Dramatic action is well sustained and interspersed briefly with lighter moments, particularly a glee club scene in a tavern. There are several punchy curtains and production as a whole has polish.

The property of the production of

#### DARKER BROTHER

- Cleveland, March 27. Cleveland, March 27, Salirical failasy in 10 scenes by Cunrad Seller; Produced by the Nogro Clipia Players at the Karaina, Cleveland, March 25-30, 288

Given its world premiere, Darker Brother is the first play by a white dramatist produced by the Negro Gilpin Players. It's one of the best

Gilpin Players. It's one of the best plays on Negro life offered here. Author Conrad Selier, formerly associated with the Pasadena Playsociated with the Pasadena Playsouse, has penned several pieces for little theatres. His experience is whowing violately fortied to the property of the property of the property of the passes of the passe

give a fantastic out fooust picture of what an earnest, believing Negrowah what an earnest, believing Negrowah where the state of the U.S. Fantasy suggests author might have been, influenced by Green Pastures. Instead of being seen, 'De Lawd' is suggested by a golden spot light. From a hidden amplifier overhead, in a sonorous, awesome voice, in answers, the prayers of 'Prayertu' Johnson, who is unjustify accused of attacking a white woman, as a Georgia jail for his blood.

His imageries, while woman, as a Georgia jail for his blood.
His imageries, while half insone from fear, have some of the simple sincerity and rich, gusty humor of the Marc Comnelly classic. When in a dream of ecstasy he becomes U.S. president, wearing a full dress suit, covered with gaudy badges and smoking 50c cigars. he reverses all the laws to favor, the Negroes.

Most of the 10 scenes, in blackouts, are vividly handled and bungent in some of the property of the state of the state

Thomas Job has conceived a clever plot and dressed it with interesting dialog. Play has denite commercial possibilities and, as film fare, would run in a class with Night Must Pair (MG). Like the latter, story's central character is an apparently harmalies individual, who turns killer. It's not a late of the produced a thingsphere faithfully reproduced, and the produced manner, play's dening and share contrast the produced manner, play's dening and the produced manner, play's dening and the produced manner. Play's dening and the produced manner, play the play the produced manner, play the produced manner, play the play the play the produced manner, play the play the play the play the produced

### Inside Stuff—Legit

Rockefeller Foundation appropriated \$55,000 in 1937 to further amateur legit groups, according to its annual report just released. Statement estimates that nearly 25,000 public schools have dramatic activities under direction and that nearly 150 universities and colleges have courses in drama. Also notes an 'amazing growth in amateur drama throughout the country. In spite of the 'competition of pictures, and radio, organized groups in universities, colleges, schools, clubs and social centers are producing plays.

Report on legit is titled 'More Than 45 Minutes From Broadway.' States that in the restricted Broadway area 'it is difficult to realize that a generation is growing up that has never seen plays performed on a stage by professional actors. Except in the largest metropolitan centers, the motion picture has practically supplanted the legitimate theatre. The 'road' show and stock company have all but yanished.'

show and stock company nave an put variance.

Beneficiaries last year were Leland Stanford U, which received \$22,500, the University of North Carolina, Chapel Hill, which got \$22,500, and

the University of North Carolina. Chapel Hill, which got \$22,500, and Vassar College, granted \$10,500.

Report notes that in 1937, the Univ. of North Carolina, one of the institutions helped, put into experimental production its 50th group of original plays, and sent out its 35th touring company to demonstrate its work in

Appropriation to Vassar was for the expenses of a six weeks' summer session for leaders in the WPA theatres, who came from academic centers as well as from the professional stage. According to the report, 'they are the people who will make permanent whatever residue of the Federal Theatre Project is finally maintained by state and community funds.

Theatre Project is finally maintained by state and community funds.

Laurence Schwab's announcement in Hollywood that he will produce four shows on Broadway next season brought smiles to New York showmen. Producer had on at least three previous occasions declared himself through with Broadway. He particularly, positive visit east during the past winter. Two musicals and two straight plays are his schedule, with the possibility of more. Schwab is doing some collaboration on He Drew a Blank, by Milton Lazarus, who went west to look around. Other straight piece is Police, Police, by Joel Sayre and Rd MacNamara. Knights of Song, the Glen Allvine work on Gibert and Sullivan, previously tried out in Santa Barbara, will be presented in association with Oscar Hammerstein, II, and Richard Berger, now director of the St. Louis municipal opera company. Schwab and Hammerstein's musical, Ring in the New, completes the list.

Knights of Song will be presented by the St. Louis group in the open his summer. It is, one of three new musicals on the schedule. Others are The Gentleman Unafraid and The Lost Walfa, an adaptation by William Drake and Dailey Paskman, of the Zwei Herzen' film.

Suit brought by Margaret Mitchell against Billy Rose for use of the title Suit brought by Margaret Mitchell against Billy Rose for use of the title Gone With the Whild in the Casa Manana show at Fort Worth last summer was settled out of court last week for \$3,000. Case is described by Attorney Howard E. Reinheimer, attorney for the plaintiff, as one of the few involving what he describes as 'unfair of copyrighted material.' Action charged that the show used a pantomime musical version of the book as the basis for a dramatic entertainment operated for profit and thus different from an excerpt such as used for critical or news purposes. Number was one of those dramatized series in show titled 'Best Sellers'.

In addition to settling the defendants expressed regret to Miss Mitchell for having overstepped the bounds of fair use of copyrighted material.

Four physicians are credited as clinical advisors the staging of 'All se Living', which opened promisingly last Thursday (24) at the Fulton, 'Y' Included is Dr. Victor R. Small, Clinton, North Carolina, author of Know 3,000 Lunatics,' the book from which Hardie Albright, an actor,

elapted the play.

Other medicos credited are Dr. Samuel N. Weingrow, superintendent of the Epileptics Hospital, Skillman, N. J., Dr. Harland M. Dale, of the American College of Physicians and Surgeons, and Dr. Joseph R. Blajock, superintendent of the Southwest State Hospital, Merian, Va. Authentity of the play largely due to the fact that two of the doctors attended rebearsals. Action of the drama takes place in a hospital for mental diseases. Albright did not stick closely to the book, but most of the incidents and situations in the play are based on fact. lapted the play.
Other medicos

Federal Theatre Project Supervisors' Council in N. Y. has issued a 24-page magazine titled Murder in the Federal Theatre.' Primarily it's an attack on activities of Paul Edwards, present administrative officer. Mag includes articles by Edward Goodman, Lucius Moore Cook, Charles B. Ryan, Jr., and Morris Watson. Pamphlet is devoted to pointing out results of the WPA theatre and opposing further retrenchments on the Project. Several contributors are no longer with the project, having entity resigned.

Guthrie McClintic did not go along with the other members of the League of N. Y. Theatres in the recent negotiations with the Theatrical Managers, Agents and Treasurers union. Producer did not give the labor committee of the league power of attorney to act for him in the matter. Explained it was simply a matter of principle, that the showman is opposed to delegating authority in such affairs. However, he indicated he would sign the contract when it is submitted.

Reported that Whiteoaks, which opened at the Hudson, N. Y. last week, came to town with the production nut paid off and \$12,000 to the good. Drama drew a hetter break from the press than was anticipated. It pulled strong grosses in Montreal and Toronto and fair money on this side of the border.

Harry Oshrin. New York attorney, intends producing on his own next season. This secured a farce feutatively titled Bright Shingles, by Richard Maibaum, Coast writer currently on the Metro lot.

Lawyer is interested in Tobacco Road, operated by his former partner Sam Grisman. Oshrin is not interested in other Grisman ventures.

Helen Deutsch press agent for Theatre Guild, will leave the staff in May. She advised the Guild of that intenti about two months ago and the withdrawal not the result of her recent difference with the Lunts over publicity photos for The Sea Guil. She claims. Disagreement between the stars and p.a. has been cleared up.

Roland Young, who had the lead in Spring Thaw, expressed keen dis-sppointment when Max Gordon withdrew the show from the Beck, N. Y. after one week. Actor told friends he would have to return to Holly-wood, though preferring to continue on the stage.

#### Stage Calls One Back

#### 'Third of Nation, Philly

Nama Bryant will return to the Broadway stage for a rote in. Two Come Thind of a Nation, will be presented in Commitments before the end of April.

Bela Blau Maic Connelly will be we. Theatre, liberal group; and roduce.

#### Lambs Club on Air

A mike will be lugged through actors' social organization, for the first time tomorrow (Thursday) by Mutual. Coast-to-coast broadcas Mutual. Coast-to-coast broadcast will seek to warm up interest in the forthcoming Lambs 'Gambols,' especially among the actors in Hollywood.

forthcoming Lambs 'Gampois, cially among the actors in Hollywood.

The Voice of Experience' (Sayle Taylor) will m.c. the 1.45-2 p.m. program, having donated the period, which is his sustaining slot Mutual. Carded to appear from the clubrooms on the show are David Warfield, Bob '(Angel') Hague, Jimmy Walker, George M. Cohan and Bill Gaxton, Shepherd of the Lambs.

## LYLE ANDREWS **OUT OF FTP** IN N. Y.

Lyle D. Andrews is out of the WFA theatre project in New York, although he declined to comply with administrator. Paul: Edwards order that he resign. Former producer and operator of the Vanderbilt, theatre, N. Y., Andrews was WPA agent-cashier, for two years, handling all receipts from relief shows in the metropolitan district. He was one of the few department heads who survived after shakeup in the executives and last fall.

the few department heads who survived after shakeup in the executives end last fall.

Handling of a matter in which one of the ticket sellers was involved led to Andrews withdrawal. It is alleged that member of the Adelphi boxoffice staff lost \$600 while on the way to turn the coin over to the Andrews office. Shortage was discovered and the bo. man queried. He pleaded for time to refund the shortage, saying he would get the money from relatives.

Andrews protected the ticket

Telatives. Andrews protected the ticket seller for a month but when latter failed to make good, the matter was reported. Claimed that the delay in making the report was in violation of the rules and stated the order to appoint a new agent-cashier was assented to by the Tressury Department, with whom Andrews made all denosits.

deposits.

Ticket-seller, could not explain the loss, but believes he was rolled in a cale. Walter Campbell, who was Andrews' assistant, temporarily handling theatre receipts. One Third of a Nation' is the current offering at the Adelphi, WPA-er has a standard and advance and of the receipts. an advance sale of around \$10,000, mostly from theatre parties.

#### 'NEVER KNOW' TO STAY ON ROAD THIS SEASON

You Never Know, musical version of 'By Candlelight,' produced by J. J. Shubert and handled by his son, John, appears definitely committed to the road until next season. Plans call for the show to go to the Coast after a Chicago stay. Jump westward may be broken by dates in the major Texas one-nighters.

Musical has a name setup, with Clitton Webb, Lupe Velez, Libby Holman and Toby Wing. Has been drawing strong grosses in the eastern key stands. Reported that Miss Velez may leave the cast in June because

may loave the cast in June because of a picture commitment, but is due to rejoin the show either the Coast or for the Broadway engage-

#### 'Ramona' in 15th Yr.

Los Angele. Murch 29.
Cristina Welles, screen-radio
player, hus been signed for the title
role. Rumona, 16 be presented for
the 15th. ason at Rumona Bowl at
Hemet near here. Run opens April
29.

23.
She succeeds Jean Inness, who has had the part for five year, and who will co-direct with Victor Jory.

#### Newport Guild Theatre

Providenc March 29.
Newport Players Guild, organized
a year ago with food lalent, is undiling plans to build a \$30,000 thente,
you hand offered by Mande K. Welmore, wealthy patrones,
Unit project contemplated to
include theatre, meeting room and
recreational facilities.

### More Music for B'way Legit Houses; Trend Growing in Past 2 Years

#### Denies Signature

Repudiation of the recent protest telegram against a minority group seeking to trol Equity and carrying the signatures of 32 members of the association in Hollywood, has been made by Elizabeth Risdon, whose name was listed one of the signers. Actress last week wrote to Philip Loeb, named as one of the "minority, denying she had signed the message or been consulted about it.

Her letter stated, I knew nothing about the telegram until I read the clipping. It. Was not submitted to me. I did not, sign it. I belong to mo party and will always tobe according to my own conscience. How the actress' name came to be included the list of signers and whether any officers were included without their knowledge or authority could not be berned. In addition to

signers and whether any others were included without their knowledge or authority could not be learned. In addition to being: Equity member of long standing, Miss Risdon is a member of the board of directors of the Screen Actors Guild.

#### Four Claims Totaling \$26,893 Filed Against Estate of Marc Klaw

Four claims totaling \$26,893 have been filed in surrogate's court, N. Y. against the estate of Marc Klaw, the atrical producer, who died 1936. Biggest claiment is the National Surety Co., with \$11,359. Louis H. Pink, New York State superintendent of insurance, is acting for the latter. Next, Mortimer Fishel, New York attorney, who represented Klaw for 25 years until hi death, with \$10,392. Others: Judge Clarence J. Shearn, New York, \$1.072, and the National Surety Corp., N. Y.

Also in surrogate's court. N. Y., last Also in surrogate's court. N.Y., last-week. Surrogate James A. Delehanty appointed Elias M. T. Ilig, New York attorney, as. administrator of Klaws's will. He succeeds Joseph Klaw, the producer's son, who died Sept. 27, 1937. Felig had been attorney for the younger Klaw, and was suggested by the estate to administer the will following young Klaw's death.

Claims against the Klaw estate, It was also learned, would have no bearing on the estate of Abraham Ellanger, Marc. Klaw's partner, since the estates of both deceased are operated separately. All proceeds real-

rated separately. All proceeds real-ized from the liquidation of their partnership, now in process, will be divided equally between the two

Settlement of the claims is seen Settlement of the claims is seen also as expediting the sale of plays now under the control of the Klaw & Erlanger partnership. More notable of the plays expected to be soid shortly to the films is Pink Ledy, musical hit produced short 25 years, ago by K.E. Although Fishel, who is haddling the sole of the plays, disclaimed knowledge of the possible sale price of "Lady", it was understood that \$50,000 has been asked for the piece.

the piece. Estate of Marc Klaw value of which is indeterminate, in addition to the joint holdings with the Erlanger, estate, includes theatres, all over the U.S. Klaw, up until his death June 14, 1936, had been if the process of liquidating the K.E. partnershi

shi One of the questions entering into the value of the Klaw estate is whether Mrs. Marc Klaw or the estate controls stock allegedly given her by Klaw.

#### Fritzi Scheff's Op

Prittzi Scheff & Up
Providence, March 29.
Fritzi Scheff, who opened here Friday (25) for a week's tun at Fav's theatre in Hammerstein's Music Hall of the Air, is in Homeopathic hospital, while she was, rushed Salurday (26) for emergency appendentomy,
Condition was reported good following the operation:

Music in legit theatres is staging a comeback. After fading the post-war period and being virtually extinct during the depression, house

extinct during the depression, house orchestras for straight plays steadily increasing in number. Last senson saw about one-third of all Broadway legit shows employing music regularly. With the New York World's Fair opening next year a further boost legit orchestras onticipated. Figured the use of music for dramatic presentations may some any be back almost to its former neverteness.

day be back almost to its former prevalence.

Particularly during the past two years the trend has been more noticeable toward missic at the dramati shows. This, of course, does not inficilute musicals; operettias and youcs, which must have music. Ease-off, of tune shows had much to do with the corresponding drin. In

wice, which must have music. Easeoff of time show, had much to do
with the corresponding drop in
music, but it was the music-less dramatic shows which brought out the
contrast to other days.

Of all the producers in New York
only Gilbert Miller, operating the
Henry Miller, and Sam H. Harris,
with the Music Box, ars never without music at their respective thenites. Alfred de Lingre, Brock Pemberton, Guthrie McClintie, Philip
Dunning and Marc Connelly have always regarded it favorably and used
it when and if they considered it,
helpful or needed as atmosphere or
as incidental or between-the-acts
music to sustain moods, etc.
Aiding this year are the recentlysigned Guild-theatire, Martin Beck,
46th Street and the Mercury. In addition are the imperial. Alvin and
other larger houses usually tenanied
by musicals and which always hold
a music union contract all season to
protect, themselves. Prices
raised after the season opens.

Union Rules.

#### Union Rules

Union Rules

Local 802 of the American Federation of Musicians points to its rolls
for proof that music is on the rise in
tegits, Member employment has
been steadily, gaining, according to
the report at headquarfers,
and the trend is regarded as means. and the trend is regarded as means of relieving the dent in the profession. Union nix on canned music of any kind, except that essential to the play's script and included on stage of backstage, eliminates the threat of a repeat of, events in film houses. Moreover, men are usually paid better than scale money, depending, of course, on their value. Average crew of four gets about \$350 weekly.

Arrival of the Federal Theatre on the scene has done its share to

Arrival of the Federal Theatre on the scene has done its share to crease the percentage of shows with music. Since WPA tries to make employment for as many people as possible, use of musicians: is a natural step. All of which not only cuts the list of idle musicians, but indirectly helps spread the practice of music for legit shows.

for legit shows.

Theatre Orch Bookers

Much of the increased interest is laid at the door of Alexander Haus and his son Lorand, virtual pioneers in new type of music for legits. Pair control about 90% of the musician-placement in legit houses, exclusive of musicals, and are credited with having built the business to its present state. They started about five years ago, when things were blackest and at present are musical contractors for both, standbox, Miller and the started about five years ago, when things were blackest and at present are musical contractors for both, standbox, Miller and the started about five both, standbox, Miller and the started about five both standbox. and at present are musical contrac-tors for both standbys, Miller and Harris, on all occasions, as well as having a corner the majority of others. Haas system has been to study the play and orchestrate the music to suit instead of the old system of simply filling gaps without regard to the theme or the play. With about three and half months to go, the present Broadway

months to go, the present Breadway senson has already seen 29 shows using music out of a total of 76 presented. This takes in revivals, but not WPA shows or musicals. Last year out of slightly more than too shows there were 31 with music. Subject of 26 musicals and operating, by the time the season concludes there should be as many more than 161 musical season. Some use only a piano, some an organ and some drop, the musical seconpaniment.

musical accompaniment

Dowling's Musical Eddle Dowling has skedded a ma-sical for next fall dentatively 14kd. When the Cat's Away: 14d Eddlard wrole the book and lytics. Jinmy Banley the music.

## TMAT Minimum Wage Scale

Scale of salary minimums slipulated under the new agreement between the Theatrical Managers. Agents and Treasurers union and the League of N. Y. Theatres is as follows:

Press agents—\$150 a week; if handling another show for the same management, \$125 additional but an associate must be engaged and paid \$75 by the agent; if handling three shows under the same management, \$125 for each additional attraction, with the associate getting \$100; if handling four shows under the same management, \$125 for each additional attraction, with the aspent engaging a second assistant whom he must pay \$75; if the pa, is engaged for two or more shows under different managements the \$150° applies for each and the same requirements on assistants applies; \$150° minimum applies on the road except for preliminary tours, for which the salary is \$155. Company managers—\$100 weekly in New York; \$125 on the road for straight shows, \$150 for muscells.

House managers—\$100 weekly in New York; out of town scales to be determined by local conditions.

Tressurers—\$75 a week in New York; assistants, \$30; second assistants to be used according to capacity of house.

House managers and bo, staff to receive one-sixth more for Sunday performances; if matinee and night is played the boost is one-fourth additional.

### TMAT-League Peace

(Continued from page 55)

sponsible for such payments was the

sponsible tor such popularies.

Guild objected to being saddled ith the item, but may be called on to pay in the same proportion as the sharing terms, which would place the house on the short end. Matter may not soom up until next season, by which time settlement by arbitration or between the committees will leave been reached.

#### Scales Effective

New wage or salary scales are now effective, but it will probably take a week or so before house and com-New wage or salary scales are now effective, but it will probably take a week or so before heuse and company managers are appointed in shots where the shows and theatres were handled by the office? It is expected that at least some office men will be appointed and that they will be required to serve in the office gr. its and for small additional coin. TMAT sites, however, that company and house managers must be so in fact, not merely, devoting half an hour or so in counting up.

Provisions are made that if a shownan is operating a theatre he can act as his own house manager or he may be his own press agent. Few producers if any will handle the press, however. Pa's are to go on salary two weeks prior to the week of premiere, so that if a show opens after Monday the agent will be on the nayroll for that much longer.

Although the TMAT arrangement is for a closed shop, if was agreed that a method shall be worked out to provide for apprentices. That was sought by the producers.

New agreement is generally beneficial to front-of-the-house employees, although some who have been legitimately handling two assimments for the same management will find their earning power crimped. As for others, there is an increase, especially some in the press wents group. Pa's appear to get preference in the document, as the minimum; are higher than asked when they had their own association at did not favor the union idea.

Arecement was signed by the committees after, attorneys Gustav Gerbar. To TMAT, and Adolph Kautman, for the legange, gave it their okay. Latter lawyer acted for Miton Webberger, of the Klein office who had gone on a cruise.

### Equity-WPA

(Continued from Page 55)

Equityites. Association contests the right of the project people to shunt any of them out. WPA claims it is prepared to take nine members of stage unions on relief out of every 10 taken on for replacements and that Equity people will be benefited on the whole. Equity says that is yet to be proven and that it does not answer what is to be done about those already affected.

those already affected.
Situation was somewhat lightened
last Saturday (28) when it was announced that 300 additional actors
would be engaged for the WPA theatre project, the order from Washington placing 800 people on the
payroll. Other projects benefited
are musicians and writers units. Increase approximates 10% in personliel.

Word of the increase came as a surprise to Equity. When the latter sent a delegation to Washington. this winter asking that the theatre project be included in the then proposed increase, the answer was negative on the ground that the federal theatre arm had not been cut as much as other projects. Plan, however, is to assign a number of actors to other cities. That appears to be a reversal of the previous WPA plan to eliminate certain territory. Word of the increase came as a actors to other cities. That appears to be a reversal of the previous WPA plan to eliminate certain territory, which was partly done last fall. In New York it was stated by WPA that there is 'an over-abundance of theatrical talent,' whereas there are few unemployed actors in other towns.

Not yet decided if WPA will again Not yet decided if WPA will again attempt to tour shows, which proved too costly, on previous occasions. General idea appears to have what are virtually stock companies in out of town spots, which was the practice before.

Additions to the WPA theatre Additions to the WPA theatre project will be made only after careful scrutiny as to their professional status. That procedure is expected to reduce the volume of stage union complaints of amateurism the

## PATENT LEATHER Draged droped palent leather sandal: Our answer Maroped potent labities sondati. Our answer thousands of women who adore parent shoet but want them to feel safet on the foot and look as offering feminine as the new Spring clothes. (3.75) (I-MILLER 562 Fifth Ave. 450 Fifth Ave. 49 W. 34th St. 1552 Ewgv

#### **Current Road Shows**

Week of March 28
Abbey Players, Biltmore, Los ngeles,

Brother Rat, American, St. (27) 'Children's Hour,' Werba,

Children's Hour, Weller, Brooklyn.

'Edna, His Wife' (Cornella Otis Skinner), Aude, Buffalo (28); Bushnell Aude, Hartford (30); Playhouse, Providence (31); Shubert, New Haven (1-5).

(31); Shuper, New (21-2);

Ethan Frome' (Waller Hampden), Shrine Aude Des Moines (28); Englert, Iowa City (29); Cecil, Mason City (30); Lyccum, Minneapolis (31-1-2).

Father Malachy's Miracle; Harris, Chicago.

'Julius Caesar, Erlanger, Chicago.

Chicago.
'Moon Over Mulberry Street,'
Shubert, Newark.
'Room Service,' Selwyn, Chi-

cago.

Room Service, Locust, Philadelphia.

Tobacco Road, Erlanger,

Tobacce Read, Erlanger, Buffalo Victoria Regina' (Helen Hayes), Aude, Memphis (28-29); Ryman Aude, Nashville (30); Temple, Birmingham (31); Concert Hall, New Orleans (1-2); "Women," Nixon, Pittsburgh, 'Yes, My Darling, Daughter Clucille Watson), His Majessty's, Montreal, 'Yes, My Barline, Daughter, 'Yes, My Barline, Daughter,'

s, My Darling Daughter' ence Reed), Hanna, Cleve-

You Can't Take It With You, 'You Can't Take It With You.'
Geary, San Francisco.
'You Can't Take It With
You,' National, Washington.
'You Can't Take It With
You,' Royal Alexandra, Toronto.'

You Never Know, Forrest,

### Plays Out

Spring Thaw, which opened last week at the Martin Beck, N. Y. was yanked Saturday (26) after playing eight performances. Drubbed by press and after first night got little indicated by takings of \$5,000.

#### SPRING THAW

Opened March 21, 1938. Re-viewers did not like. Coleman (Mirror). One word for it— incredible. Atkinson (Times), 'Montonous going. Variety (Ibee). 'Less chance than pre-vious Gordon attempt.'

"The Cradle Will Rock" will close at the Mercury (Comedy) this Satat the Mercury (Comedy) this Sat-urday (2) after playing, 13 weeks. Attracted attention at special show-ings, then was offered regularly, but to light money at the Windsor, movi-ing back to present house recently. Average around \$5,000; less lately.

#### CRADLE WILL ROCK

Opened Dec. 5, 1937. Critics were undecided. Brown (Post) advised readers not to miss it. Lockridge (Sun) said it was well acted and sung, but important, Variety, 'Click.'

Wine of Choice goes off at the Guild fonight (Wednesday) after playing five and one-half weeks. Fair money, around \$10,000 average, but little outside of subscriptions.

#### WINE OF CHOICE

Opened Feb. 21, 1938. Lukewarm opinions. Anderson (Journal) termed it mildly in-teresting: Worls (Herald-Trib), 'Pleasant to listen to.' Variety (Ibee), 'Moderate.'

### Future Plays

Shingles, by Richard is planned for fall pro-by Harry Oshrin, Ruth Maibaum, is pl duction, by H Morris agented.

Morris agencie.

The Rugged Individualist, by Walter Phylo, has been rewritten by Duncar Underhill and which will be produced by Norman Bei Goddes. Producer may ready it for produc-Rugged Individualist, by

tion soon.

"Spy," by Max Marcin, is on the John Golden schedule for probable production net to season.

"Simoon Over Algiers," by Kurt Roblischek, adapted by Max Marcin, Reheavasis scheduled to start next month for summer tryout.

### How London's Leblang Works

Wednesday, March 30, 1938

Enrollment of subscribers to the Privileged Ticket Register, two-

Enrollment of subscribers to the Privileged Ticket Register, twofor-one agency in London, England, has jumped from 80,000 to 150,000
during the past year, according to Victor Payne-Jennings, managing
director of the P.T.R., now managing 'Whiteoaks,' Mazo de la Roche
play starting Ethel Barrymore on Broadway.
Growth of membership in the Privileged Ticket Register, which
costs a crown (approximately 800- a year and entitles subscribers to
tickets at any of the P.T.R. theatres at half price, is attributed by
Payne-Jennings to the indications that most of the young people in
London cannot afford to pay the twelve and six (\$3.10) tariff at the
regular Jakhouses.

London cannot anothe to pay the twelve and six (35.07) farm at the regular playhouses.

It's the Leblang idea but limited to eight theatres operated by Victor Payne-Jonnings and associates with a 60c charge which is enforced. Non-members must pay full ticket prices.

Where the P.T.R. differs further from the Leblang method is that

unless bankrolled by the Register plays are mostly second run. When a play at one of the other theatres is about to fold the Payne-Jennings unless bankrolled by the Register plays are mostly second run. When a play at one of the other theatres is about to fold the Payne-Jennings group may put in a bid of \$125 weekly for use of the settings plus 25%, of the net profits. P.T.R. usually takes over the cast and where players are asked to take a salary cut, provision is made for redistribution amongst the cast of any coin above the break even point. Payne-Jennings group last year financed five plays, ran a total of 50 plays at the eight houses and expect to better the showing during the coming year. Subscribers to the Register are guaranteed a minimum of 10 plays a year.

An instance on how the P.T.R. operates was given by Payne-Jennings in the case of 'Housemaster,' now running in New York' as 'Bachelor Born'. After a London run of nine months, 'Housemaster' was transferred to a P.T.R. house where it is now in its eighth month. As a result of its cut-rate policy P.T.R. has incurred bitter opposition from other managers in London. Payne-Jennings relates an instance where one theatre put up signs, evidently aimed at the Register, stating, This play will not be shown in any other theatre in London at lower prices.' The P.T.R. houses put out signs reading exactly the same.

During a furious controversy in which his organization was panned

During a furious controversy in which his organization was panned as serving no useful purpose and hurting the theatre business in general, Payne-Jennings offered Gilbert Miller \$250 a week for the use of scenery from 'Victoria Regina' and 50% of the net for use of the play. Miller replied it couldn't be done.

#### Dunning's 'Schoolhouse' To Be Open Sundays

Schoolhouse on the Lot, presented at the Ritz, N. Y., last week by Philip Dunning, will experiment with Sunday night performances starting, the coming sabbath (3). Sunday legit is legal, but because of Equity's requirement of an extra one-eighth salary for such performances and a tilt in stagehands wages, managers have contended that it cannot be profitable. Only one show tried Sundays, but it was a flop. Monday night will be eliminated.

Monday night will be eliminated, as required by the Sunday law for legits, but not for other types of shows.

#### Stander-Welles 'Ape'

Lionel Stander has been discussing with Orson Welles the possibility of a production of Eugene O'Neill's Hairy Apc, with the picture actor in the leading role.

Welles is reported highly interested and hopes to get O'Neill's permission to produce.

### **Equity Managers**

(Continued from page 55)

er actors have benefited from hearsal pay. Whether better paid players get the coin is not certain, because checking up would be difficult. Claimed that an examination of salaries clearly indicates that managers have more than evened rehearsal expense expenditures by paying casts less. However, it is the intention of Equity to make rehearsal pay permanent, with the poshearsal pay permanent, with the posibility of eventually stiffening t

League is conducting a mail poll League is conducting a mail poll of manager-members on the ticket code matter, showmen being asked whether they favor such adoption or not. Expected that a more definite expression from the membership will be secured than at a meeting, also that the mail designations will come from more managers, since some are not in New York at this time.

Equity is desirous of learning whether the managers generally favor entering an agreement even for the short term proposed. It has been indicated by the association leaders that a basic agreement would be in order after the proposed one if and when the one year pact terminates. minates.

minates.

Proposed ticket system would be along the lines of that in the NRA legit code, but the latter did not work for one reason or another. Buys would be done away with, on the argument that high prices are caused by such deals. Ticket men appear apathetic on, the matter and claim that patrons can purchase tickets for any shows at the regular 75c. advance.

### RAH-RAH LEGIT CIRCUIT PLANNED BY MASS. FTP

Boston, March. 29. Massachusetts Federal Theatre project is lining up a collegiate circuit for legit plays throughout New England, beginning sometime October. Advisory committee of FTP here figures 40% of its audiences are

students and advises that the 'Federal Theatre consider series of tours which will make its resources available to students throughout New England.

England.

Plan is to take legit road companies to college towns not now getting. Federal Theatire in their own backyards. Will pay actors' salaries, provide an advance man, stage crew, authors' fees, printed advertising and tickets. Colleges will donate auditorium, ushers, heat, light and mewspaper, advertising. College end of the deal is figured as about \$250. Der. performance, and the student per performance, and the student groups will be allowed to scale the houses as they wish, with proviso that top never exceeds \$1.10.

that top never exceeds \$1.10.

Split, over expenses, will be 75-25, with colleges getting the heavy end. Bonded agent of the U.S. Treasury Department will be provided to handle receiples. Questionnaires are being mailed to New England universities by TPP to get advance dope on prospects of a rah-rah circuit and to get suggestions for plays which collegians would like to see.

#### Carolina Drama Fest

Charlotte, N. C., March 29.
The King's Messenger, by Bernice
Abbey, North Carolinian, was presented at Chapel Hill at the 15th an-

sented at Chapet Hill at the 15th annual festival und tournament of the Carolina Dramatic Association.

Several hundred youthful playseights and actors from all parts of the state are attending the festival, which lasts all week. Many of the youngsters will participate in the state championship contests, to be held later in the Mary Hamful's religiduana. She Came Secing, was presented at the opening of the festival.



## Evans 12G, 'Malachy' 10½G, 'Room' 9G Evans 12G, 'Room,' 'Malachy' \$10,500

Lent has its aluggish fingers on the legit box office and docent indicate that its going to relax until Easter. Maurice Evans last Saturday (26) called it a season and folded the Shakespearean shows, cancelling the balance of the tour, which was to have extended through May and as far as the Coast. Evans will reopen in New York in the fail, perhaps with Henry IV as a portion of his repertoire.

in New York in the fall, perhaps with 'Henry IV'. as a portion of his repertoire.

Grand will be dark until April 12, when 'Star Wagon' arrives for a knee-week stay. House will be lighted continuously from that point on, getting I Married an Angel and You Never Know to follow.

Two shows will, call it quits as far as Chicago is concerned this Saturday (2): Julius Caesar' is going out of the Erlanger and Father Malachy's Miracle' out of the Harris. These exits wind up the regular six-show subscription season for the American Theatre Society and the American Harris. The sexits wind up the regular six-show subscription season for the American Harris, show is 'Man from Cairo', with Joseph Buloff. It is an adaptation of a French play, 'Christian, by Yvan Noe, Michael Todd is producer, Studebaker relighted last week (Monday) with 'Brothers Askenazi,' Yiddish show.

Estimates for Last Week

Estimates for Last Week
'Father Malachy's Miracle,' Harris
(3d and final week) (1,000; \$2,75).
Calls it a stay this Saturday (2).
First two weeks under ATS auspices
gave it some money; got \$10,500 last
week from money; got \$10,500 last
week it some money; got \$10,500 last
week (1,400; \$2,75). Will leave
town this Saturday (2), managed
\$10,000 last week; "Three Waltzes' is
slated for the house.

\$10,000 last week; Three Waltzes'is slated for the house.

Richard II' and 'Henry IV,' Grand (1,300; \$3.30). Closed here last Satirday. 263 and put in morthballs for the result of the state of the result of the r

'Room Service,' Selwyn (6th week') (1,000; \$2,75). Fair, considering general conditions and show's light nut; \$9,000.

nui; \$9,000.

Added

Brothers Askenazi. Studebaker.
Opened last night (Monday).

Tailor Becomes a Merchant, Great
Northern. Final week.
Garrington, Blackstone.
Readying to quit.

#### Helen Hayes' \$30,000, New St. Louis Record

St. Louis, March 29.

Helen Hayes in Victoria Regina'
broke all existing local records at the
scale for a dramatic piece last week,
grossing nearly. \$30,000. Take exceeded the state's previous record
count of several seasons ago in Mary
of Scotland.' Best previous dramatic
play here, from a bo. viewpoint, was
'Kiki,' with Lenore Utric in the star
ole, about 10 years ago. Management opened the fourth floor of the
house, put extra chairs in the orch
pit and was compelled to turn hundreds away with the house being
sold out for every performance.
Scanon's best take to date had been
'You Can't Take it with You,' whin
gainered \$2,000 for the first three
and the state of th St. Louis, March 29

Estimate for Last Week
"Victoria Regina," American (1.707, \$3.36). Collected almost \$30,000 for eight performances to create a new including this price; fourth floor was reppened and house, was a complete reopened and house was a complete sellout every performance.

#### Boy-Girl' \$4,500, Newark

Newark, March 29.

Boy Meets Girl on a return engagement to the Shubert did not fare so well last week doing about \$4,500. Crix considered the play dated and the east not up to par. Current is Moon Over Mulberry Street, return fraguement.

engagement,
Estimate for Last Week
Boy Meets Girl, Shubert (1,860;
\$1.65). Only fair \$4,500.

#### 'HAWK' \$2,000 B'KLYN Brooklyn, March 29.

Brooklyn, March 29.

Unexciting biz last week at worbs as Brooklyn with 'Night Hawk. About \$2.000 was taken in at the b.o. This week the house is showing. The Children's Hour, 'with Jewel Hart in the lead.

Night Hawk.' Werbs's Brooklyn (1,500; \$1.10). Weak \$2.000.

#### Road Legit Grosses

Estimated Total Grosses
Last Week ......\$198,700
(Based on 18 Shows)
Total Grosses Same-Week 

### ABBEY PLAYERS \$9,000; 'TAKE' CURRENT, FRISCO

San Francisco, March 29.
Abbey Players closed their third and final week at the Curran Theatre Saturday (27) to good business. Steady rain during entire engagement and depresh talk prevented take from being much greater.

Estimates for Last Week
Abbey Players Curran (1,771)

Estimates for Last Week
Abbey Players, Curran (1,771;
\$2.75). Another \$9,000 grabbed by
the Irish actors did pretty good biz
on their three weeks, considering
everything is off in Frisovith You,'
Geary (1,500; \$2.75) (1st week). Comedy opened last night (Monday) for
an indefinite run.

WPA

WPA

WPA

"Me, Third, 1979, \$1.10)
(2d week). Doing good bir, at the Aleazar Theatre in spite of panning by press. First produced in Denver by the FTF, Me, Third, was later. Pemberton, under the title. 'Now You've Done It,' Comedy closes this week, to be replaced by Elmer Rice's 'Judgment Day.'

## **LUNT-FONTANNE** \$23,000, BOSTON

Boston, March 29.
'Sea Gull,' starring Alfred Lunt and Lynn Fontaine, had a successand Lynn Fontaime, had a success-ful tryout last week at the Colonial. Departure Saturday (26) left Hub-stages bare again until 'Married an Angel.' new 'musical. presented by Dwight Deere Wiman, and 'The Wo-men,' with Lois Wilson, both open here April 18, at the Shubert and Colonial, respectively.

Colonial, respectively.

Estimate for Last Week

Sea Gull, Colonial (1.643; \$3.30).

Theatre Guild revival drew nearcapacity practically every evening
and sold out on matinees, tallying
up a big \$23,000 for the single stanza.

#### 'Daughter' \$7,500, Det.

Detroit, March 29.

Detroit, March 29.

'Yes, My Davling Daughter' grabbed around \$13,000 here last October, before it hit Broadway, but pulled up, kinda lame at the Cass last week on return engagement, netting only fair \$7,500 on nine performances.

Part of the childed reception at b. o. is attributed to the wham three-week session just concluded by 'You Can't Take It-With You' which pulled out the night before Daughter' opened with around \$55,000 for three sessions. As a result, the Cass is dark this week, relighting next Sunday (3) with 'Brother Rat'.

Estimate for Last Week

Estimate for Last Week

Estimate for Last Week
Yes, My Darling Daughter, Cass
(1,500; \$2,75). Mustered only fair
\$7,500 on nine performances, after
polling nifty \$13,000 here last fall.
Brother Rat' relights the house Sunday (3).

#### Ashkenazi' \$3,000, M'nt'l

Montreal, March 29. Town dign't go for Yiddish legit fare very much last week, giving Brothers Ashkenazi only \$3,000. 'Yes, My Darling Daughter' is in this

Yes, My Darling Daughter is in this week and prospects are better.
Estimate for Last Week
Brothers Ashkenari, His Majesty's (1,600, \$2.50). Yidish offering drew approximately \$3.000 for four days, only so-so, Yes, My Darling Daught of the control of the momentum of a nice advance sule.

#### ROAD \$9,200, SPLIT WEEK

Touring company of Tobacco Road hung up a total gross of \$9,200 last seek on engagements at the Paramount; Toledo, and the liant-man, this city as a one-nighter (21) last we and the local stop for four nights, tion of from Wednesday to Saturday (23-25); consety

### 'CAN'T TAKE IT' \$13,000; WOMEN' CURRENT. PITT

Pittsburgh, March 29,
Second return engagement in a
row for the Nixon was okay last
week, with You Can't Take It with
You Tan't Take It with
You Can't Take It with
You Can't Take It with
You Can't Take It with
You Tan't Take It with
You Can't Take
It would be the young to the
Young It was unable to holdyour at that time, because of picvious bookings.
House has The Women' current
and a healthy take is expected on
the strength of more than \$6,000 advance mail order sale even before
and order sale even before
and order sale even before
the strength of more than \$6,000 advance mail order sale even before
the strength of more than \$6,000 advance mail order sale even before
the strength of more than \$6,000 advance mail order sale even before
the strength of the second time
that Thursday (24), Nixon has still
another return on tap before the
season ends, Tobacco Road coming
back April 25 for the second time
this year and the fifth time since
1936.

Estimate for Last Week Pittsburgh, March 29.

Estimate for Last Week

Estimate for Last week

You Can't Take, it with You,

Nixon, (2,100; \$2,75). Second time
for Pulitzer prixe-winner this season
and fair enough at \$13,000, although
around \$10,000 under what it did just
two months ago. Figured a lower around \$10,000 under what it did just two months ago. Figured a lower top for the return, same as 'Brother Rat' the week before, would have meant considerably more.

## DAUGHTER' 71/2G, 'ROOM' \$7,000, PHILLY

Philadelphia, March 29.
Cole Porters. You Never Know'
opened last night (Morday), at the
cole to the standing of the season's fifth tune
how. Remembering the first-night
troubles of the other tryouts, and
bearing reports drifting down from
Boston to the effect that You Never.
Know, has plenty of possibilities, but
also needs beaucoup fixing and cutting, a lot of the regulars held off.
Result is if the-show proves to have
what it takes for the musical comedy fans, next week should get the
cream of the biz. Show is set for two
weeks, with nothing as yet to fol
low until 1 Met an Angel. May 2,
after which Star Wagon will probably round out the season.

'Room Service' isn't repeating the
click of Brother Rat at the Laoust
and the house has no bookings
skedded. Chestnit breaks its long
silence Easter Monday (April 18)
with a return trip of You Can't Take
It With You,' and the Erlanger returns to legit on the same night with
Private Enterprise,' a tryout. Later house follows that with another
engagement of Tobacco. Road, That's
the crop at present writing.

Estimates for Last Week
Yes, My Darling Daughter,' For-Philadelphia, March 29.

Estimates for Last Week Estimates for Last week

Yes, My Darling Daupher, Forrest (2,000; \$2,75). Ended 4-week
stay to mild biz, but even with fading fourth week had a nice record
here, \$7,500 last stanza. You Never
Know' opened last night (Monday).

"Room Service! (Locust) (3d week) (1,400; \$2.75). Isn't following the example of Brother Rat! here; announcing last weeks; only \$7,000 last week.

### Balto Dark This Week; What a Life," 'Women' Next

Baltimore, March 29.
Town is currently dark for legit, but both houses are slated to open next week, indie Maryland with new George Abbott try, What a Lie, and Ford's listing The Women' Promising advance rolling up for both:
"Yes, My Darling Daughter," set for Ford's for week of April 18.

#### 'Rat' \$7,000, Cincy

Cox. which showed Tobacco Road and Brother Rat during past fortinght, will be dark until April 18; when Walter Hampden comes in for a week of Ethan Frome, to be followed by six-day engagement of Orson Welles barestage and modern dress version of Julius Caesar.

#### Estimate for Last Week

Estimate for Last Week
Brother Ratt Cox (1,350 \$2.26).
Fetched a fair \$7.000 on seven night
and two matinee performances; a
club party holetered Monday (21)
night's biz to near scliout; same
show was here last November and
drew close to \$10.800.

#### 'WOMEN' \$12.500, M'W'KEE

Milwaukee, March 29. Gross of \$12,500, highly profitable, as rung up at the Davidson here ast week by Max Cordon's production of The Women. Clare Boothe's

## B'way Slumps Again, Late Season May Affect New Shows' Chances; 'Right' 26G, 'Borrowed' Oke \$16,000

#### B'way Legit Grosses

Last Year ..... \$34 (Based on 24 Shows)

How much of an extra handicap applies to opening shows in the final period of the season may be indicated by attendance drawn to well-regarded arrivals of last week. Chances of two and possibly three of the premieres would be better had they entered earlier, according to showmen.

had they entered earlier, according to showmen.
In addition to the late March, debut the new shows face another downward trend. Business improved after the Federal tax deadline, but last week grosses distinctly declined, accompanying the steady drop of the stock market. Thousands of margin call delegrams deluged the wire offices in the amusement zone alone and the adverse box office reaction was natural.

offices in the amusument zone doctors in the antisement zone and the adverse box office reacting was natural.

"All the Living," Fulton, received a generally favorable press and business after the Thursday, (24) premiere was promising. Same went for "Whiteoaks," which opened the night previous (23) at the Hudson, Schoolhouse on the Lot, at the Ritz, drew mixed opinions. Conditions of time of entrance did not figure at all the control of the control of

All the Living, Fulton (2d week) (D-913-\$3.30. Generally strong press; after Thursday (24) debut b.o. interest possible click.

b.o. interest possible click.

"Bacheler Born', Lyceum (10th
week) (C-957-\$3.30). Showed further
improvement and may be added to
summer hold over possibilities,
quoted above \$10,000.

"Totaler Ball', Ambassador (68th
week) and the company of the company
company of the company

operating nut is small \$4,500.

'Golden Boy, Belasco (22d week)
(C-1,000-\$3.30). Slipped last week
when the gross was around \$12,500;
good profit at that level for melodramatic winner.

'Mooray for What, Winter Garden
(18th week) (M-1,67). \$4,40). Eased
off, but did not much as some
others; gross close to \$21,000 last
week; said to better even break at
that figure.

week; said to better even break at that figure.

"Id Rather Be Right," Alvin (22d week) (M.1,355-\$440,". Dipped 12d week) (M.1,355-\$40,". Dipped 22d, week, with list leader getting around \$20,000; probable Lenten reaction more for this presentation than most

io \$18,500; may tout to Coast instead of summer holdover.

'The Star Wagon, Empire (27th week) (CD-1,086:43,30). Goes to Chicago after another week; early hit still good, though last week's takings dropped to \$12,500.

'The Wemen, Harrymore (86th week) (C-1,048:53,30). Last four heavy dropped with clot last week, but made money right along; \$10,500.

'Three Waltzes, 'Majestic (14th week) (O-1,753-\$3,30). Another week to go; then slated for tour; operetta estimated around \$12,500; light for runs; cal.

Webbacce Read, 'Forest (225th week) (C-1,073,54,53). Long-run drama will apparently again outlast most of season's offerings; averaging \$5,500 and sometimes better; still making some money.

'You Can't Take It with You.' Booth (68th week) (C-708-\$3,30). Best money among the holdovers; has varied somewhat recently, but \$10,000.

'Whiteoaks,' Hudson (24 week).

'UD-1,094-\$3,30). Rather Tayorable

Whiteaks, Hudson (2d week) (D-1,094-\$3.30). Rather lavorable press, with business after midweek start indicating chances for goodly grosses; quoted around \$7,000 in first ix times.

Wine of Choice, Guild, Will close tonight (Wednesday) holding over for theatre party, five and one-half weeks, nearly all subscription coin; \$10,000 average claimed.

Added

Pins and Needles, Labor Stage (16th week) (R-500-82/78). Played Sunday performances with No. 2 company; approximate gross \$9.000; in limited capacity spot. big in limited capacity spot. (13th week) (M-682-48-20). Final week for barestage novelty; small profit at \$5.000.

### Revivals

Revivals

The Sea-Guil, Shubert (1st week)
(D-1,387-\$3.30). Slated for five
weeks only; opened Monday (28),
'Julius Caesar' and 'Shoemaker'
Boliday, National (21st week) (1,164-\$2.20-\$2.75). Moves back to Mercury
heatre after this week; takings
around \$8,500 again; Caesar' the best
(The Delly, House, Broadhurst (14th
week) (D-1,116-\$3.30). Estimated
around \$8,000.

\*\*Prologue to Gory, Elliott; press.\*\*

WPA.

'Prologue to Giory,' Elliott; pressattention: business good at \$1.10 top.
'One Third of a Nation,' Adelphi; strongest of relief shows.
'Haili,' Lafayette, Harlem; satis-

'Power,' 49th Street; repeat.

## 'NEVER KNOW' \$24,500, WASH.

Washington, March 29.
You Never Know, season's first musical comedy got the carriage march of the most of the carriage march of the most for as much as expected. Current is You Can't Take It With You, booked in for two weeks, to be followed by 'The Women' week of April 11.

Estimate for Last Week 'You Never Know, National (1,698; \$3.30). High hats flocked in, but poppill was cooled by mild reviews; \$24,500 okay, however.

week, with list leader getting around \$20,000; probable Lenten, reaction more for this presentation sham not continuous properties and the properties of the

Irish Sweeps Still Indef
Post office regulation regarding
the publication of news relating to
loticities has not been clarified since
last year by officials and all New
York papers printed the names of
winners of the Irish Sweepstakes
last week. This contrasts with treatment last year when N. Y. Herald
Tribune and N. Y. Sun omitted
rames from all editions. Tribune
omitted results of the drawings in its
mailing—caltions, but next day
printed winners in all editions. Sun
also left story out of its mailing—editions, some of which were madeover.

#### Macy Imitates Book Club

Macy Imitates Book Club
New type of price war in books
is again on in department stores.
Publishers who thought that price
culting headache from use of books
as loss leaders was over, through upholding constitutionality of: N. Y.'s
Feld-Crawford Act last year, have
another guess coming. Contracts
signed by publishers, with dealers
exempted such groups as the Book
of the Month Club, and R. H. Macy
has, as a consquence, started its own exempted such groups as the Book of the Month Club, and R. H. Macy has, as a consquence, started its own hook club. Move was immediately followed by other stores in N. Y. such as Bloomingdales, Gimbel's, Abraham & Straus, and R. H. White in Boston.

Macy's original offer publicized with full page ads announced that members buying four books a year would receive dividends amounting to .25% of list price of the four books. New clubs all offered dividend of .30%, and Macy's upped the anic to meet that figure.

Entire book publishing trade is aritated by the new circumventing of price fixing and a redefinition of the book clubs to prevent continuation of this practise seems on the agenda.

#### Radio Fan Paper Folds

Radio Fan Taper Folds
Microphone, weekly radio listener
paper published in Boston for six
years, suspended publication last
week, due to unusual economic conditions, according to a notice to subseribers and creditors.
Morris Hastings was managing edflor: G. Carleton Pearl, editor, and
Philip N. Hobson, business manager,
At one time there were 16 separate
editions distributed from Canada to
Florida, all east of the Mississippi.
In the final stages there were 12
editions.

editions.

John K. Gowen, Jr., formerly managing editor of the Boston Sunday Advertiser, was publisher. Hastings was at one time music and drama critic of the same paper.

Seductive Verse
Poetic writings of one publisher,
Wiffred J. Funk of Funk & Wagnail's, barely escaped censorship by
another publisher, McBride. Latter
house is putting out Funk's latest
collection of light poetry. If Might
Be Verse, on April 8. Included a
series of seductive letters in verse
which Funk effectively (a reliable
source testifies); ghosted for a friend.
McBride eliminated this series, but
after reconsideration, relented. after reconsideration, relented.

Robb-Broun Debate April 13 Debate between Arthur Robb, of Editor and Publisher, and Heywood Broun, of the Newspaper Guild set for April 13 at the Astor Hotel, N. Y. Subject will be, "The Guild, Boon or Bear?"

Carl Randau will be chairman.

#### 'Facts of Life'

Yeats of Life
N. Y. Post last week published a
two column half page editorial titled
The Facts of Life for Newspaper
Readers, devoted to debunking
theory that news columns are free
from opinion. Piece was stimulated
by letter from E. K. Merat of
Columbia's Graduate School of Education, who wrote same letter to
light New York dailes, asking if
the editorial policy was allowed to
affect the paper's news policy.
Of the eight so addressed, the N.
Y. Times, World-Telegram and Daily
Worker-replied by mail. Post was
the only paper which published the

Worker replied by mail. Post was the only paper which published the inquiry and its reply. The N. Y. Havild "Joune, Sun, Daily News and Journal-American did not an-

Mrs. Hearst Jr. Off Payroll In line with the Hearst organiza-tion retrenchment Mrs. W. R. Hearst, Jr. went off the payroll of the N. Y. Journal-American recently.

U. of Michigan board of regents has warned the Ann. Arbor Press picketed since Fob. 19 by striking printer. to harmonize its difficulties with its employees before the university takes its printing elsewhere.

Regonts' warning followed pleastrom typo union, citing Michigan and Post Enquirer, and the Scripps-Howard News.

Hollywood Influence
Book publishing houses are taking a leaf from the picture business in the ballyhooing of books. Definite trend is noted this month in the tossfrom typo union, citing Michigan

law repuiring printing paid for by the state to be done under labor con-ditions prevailing in the particular locality. Besides publishing an Ann-Arbor paper, company gets exten-sive contracts for university printing.

#### Fidler in Pic Review

Pictorial Review, starting with its August issue, will carry a page of Hollywood gosslp by Jimmy Fidler, Air tattler-columnist will dish out 4,000 words monthly.

#### Greystone's McIntyre Biog.

Greystone Press closed a deal last week to publish Charles B. Driscoll's blography on O. O. McIntyre. Story is currently serialized in Cosmopoli-tan magazine. William Lengel agent-ed, ceal, with substantial advance agreed on and understood in excess agreed on and understood, in excess of \$500, outbidding Bobbs-Merrillion terms. Warners' recently dropped its option on the material, having considered filming a life of McIntyre. Driscoll's column, 'New York Day by Day' as, yet has no metropolitan New York outlet, although it goes to core 100 revers the most of the state.

New York outlet, although it goes to over 100 papers throughout the U.S. Columnist advance mails the week's galley proofs to friends in New York—newspapermen, editors, et al.—who would be unlikely to see his version of New York Day by Day

his version of New Additional Pays.

Driscoll argues he'd like it to stay that way, it's a letter about New Yorkers for out-of-towners, and interprets it that it's like writing yourself a letter to publish that sort of a column in a N. Y. daily.

V. V. MoNitt/head of McNaught's, thinks otherwise and wants a New

thinks otherwise and wants a I York outlet if only for prestige.

Phoenix, New Arty Mag.
Phoenix is a new quarterly for the intelligentsia, arisal issue of which is just out. American editor is J. P. Cooney, of Woodstock, N. Y., and European editor is Henry Miller in Paris, Mag sells for 50c. per issue. Contributors in addition to the editors include D. H. Lawrence (post-humously). Hervey White, Richard Shafter, Geoffrey Johnson, Reuel Denney, Oscar Williams, Edith Heurich, Gustav Davidson, Michael Fraenkel, Tom Penning.

Aviation Scribes' Holiday Aviation writers for 40 magazines and newspapers will arrive in Hol-lywood next Thursday (31) for a four-day stay as guests of Paramount studio and Transcontinental Western.

studio and Transcontinental Western. Air to participate in the ceremonies marking the official starf of filming on 'Men With Wings' and the opening of the 'TWA's scenic route over Boulder Dam.

Delegation will gander Paramount's plant and air picture locations, visit March Field, glimpse the Third Annual Airplane and Motor Boat show and fly over Boulder Dam.

Juice Man's Biography
Leo Sheridan, former Pittsburgh
mewspaperman who was recently
made managing editor of the Harrisburg Telegraph, has a book (Stackpole) coming out in May dealing
with electrocutions, he has covered
and concerning in general way
Robert Elliott, state electrocutioner
for Pennsylvania, New York and
New Jersey

New Jersey, it was to have been Elliott's own story under the title of 'I kill for the Law' and ghost-written by Sheridan, but Elliott feared publicity attending his official post might be frowned upon and possibly cost him his post. As a result, he dropped the idea, but Sheridan decided to go through on his own answay. his own anyway.

#### N. J. Town Crier'

N. J. Town Crief'
The Town Crief is a new weekly
publication which will be distributed in New Jersey. First issue appears in April. It's to be a handbook of amusement events and will
sell for five cenis-at-newsfands.
Laurence M. Jonas is editor.

All-Frisco Newspaper Strike? All-Frisco Newspaper Strike?
First city-wide Newspaper Guild
strike in a major city looms in San
Francisco Membership meeting
Sunday (27) of 500 Guild members
authorized such action in the eventthat no further headway made
with the San Francisco and Oakland
Publishers' Association.
Strike, if called, would affect 600
employees on five newspaper's These

employees on five newspapers. These are the Chronicle; three Hearst pa-

on a scale hitherto unknown to the trade. Exploitation has drawn big turnout of the holty toity mob.

Biggest one was tossed last week for Janet Riesenteld at the Rainbow Room, N. Y. by Funk & Wagnalls in

connection with launching of her book, 'Dancer in Madrid,' She's the book, Dancer in Madrid, She's the daughter of, Hugo Riesenfeld, Aniother, recent large event was the joint Random House-Elizabeth Hawes affair at the couturiere's establishment. Tangible, results of the parties are noted in the favorable top column reviews accorded the Hawes book, "Fashion in Spinach," Authors Goild of America will Authors Goild of America will

book, Fashion in Spinach,
Authors Guild of America will
toss a cocktail party this afternoon
(Wednesday) at the Ritz-Carlton
hotel, N. Y., for the members to become acquainted Duamatist Guild
and Radio Writers Guild members
will also be welcome.

LITERATI DEATH THIS WEEK Mrs. Ellinor Miriam Frost, 65, wife of poet Robert H. Frost, of Amherst, Conn., died in Cainesville, Fla., last week following heart attack. Hus-band, son, two daughters survive,

#### CHATTER

Vincent Shean en route to Spain, Fritzi Scheff writing her memoirs. Alexander Kerensky on lecture

Mae Murray writing for Liberty

tour.

Mae Murray writing for Liberty and other mags.

Eric Woolencott, legiter, has sold his first story to the pulps.

Dorothy Kilsallen being tested for radio news commentating.

Jacques Bustanoby finishing his memoirs. William Lengel willagent.
Frederick S. Tisdale has bought a tobacco farm in Bridgewater, Conn. D. D. Beauchamp's short story, Torch Song, sold to College Humor.

Ann R. Silver, handling publicity for annual Newspaper Women's ball. April 22.

Newspaper Guild of M. Y. will open a clubhouse at former WEVD headquarters.

Massalle Riuske and Mildred Cram.

Newspaper Guild of N. Y. will nopen a clubhouse at former WEVD headquarters.

Marcella Burke and Mildred Cram. film writers, sold This, Mine Oath' to Pictorial. Review.

Harry Hervey, film scripter, in New Orleans for extended stay to gather material for new novel.

George Stevens. new editor of Saturday Review of Liberature, revising ms. of his new book titled 'Lincoln's Doctor's Dog.'

Donald Culvoss Peattle and his wife, Louise Redfield, returning to Santa Barbara after a trip to N. Y. and Washington.

New weekly mag devoted to picture studio atmosphere players and their problems is due to hit Coast stands within month.

J. P. McEvoy working on a new Hollywood series of independent short stories involving the same girl. First has been set with the Saturday. Evening Post.

Rion Bercovici has written a scenario version of his novel For Immediate Reloase, dealing with publicity. It's being handled by the Lyons a genery.

Carolyn Williams Callanan, president of the company publishing the Schnectady Union Star, has married Andrew Pierce Kellogg, a General Electric engineer.

Dorothy Callaway and Charles Albert Sloane, San Antonio scribs, have just placed whodunit. The Murder of Saint Rita, with Phoenix Press, New York under telescoped by line of Sloane-Callaway.

Murder of Saint Rita, with Phoenix Press, New York under telescoped by-line of Sloare-Callaway.

Fire destroyed the Williamston (Mich.) Enterprise, a weekly, last week with \$50,000 damage. Besides its weekly sheet. Enterprise published the American Odd Fellow, a fraterial paper, and Lausing (Mich.) Political sheet.
C. Raymond Everitt, Little Brown's editorial chief. N.Y. moved up to wice-president's post and trans-

editorial chief N.Y. moved up to vice-president's post and trans-ferred to Boston. Succeeded Hei-bert F. Jenkins. Everitt was formerly with the Curtis Brown agency in N.Y.

#### Concessionaires

(Continued from page 1)

falling in, or those failing to see the

talling in, or those failing to see the light, but this is doubled in some circles. Amounts of purchases are governed by size and finances of the variously proposed concessions, and graduate accordingly.

If amusement boys go for the deal, which is entirely, likely, it is very probable that part of the load will be handed to those trying to make deals with them. In turn it will be distributed to builders, butchers, bakers, etc. until the burk is passed to the point, where it would no longer be fell too deepty by concessionaire. In any case, boys would not expect to make any dough on the investment, just, marking it off as slightly less profit for run-ol-the-Fair.

### Variety House Reviews

#### ROXY, N. Y.

ROXY, N. Y.

(Continued from page 17)

and the usunl ballroomology. Winds up with their familiar flash, two of the boys tossing the girls successively high into the air and into the airns of the other foru boys. They're standard, but their routines arent as good, as a couple of years ago. It was not been supported by the standard, but their routines arent as good, as a couple of years ago. It was not the strongest item. Singer registers only reasonably well. Best is her opener, arrangement of 'Alexander's Ragtime Band, follows with modernized' Anne Laurie' and 'Ti-Pi-Tin' Finishes with the Loch Lomond dancing turn. Singer has fairly god to be sometiment of the ball they are the standard of the bill consists of two familiar acts. Freddie Craig, Jr., and the Gaudsmith Bros. clicks, as always. Former, billed as 'the lad with the index brain, is just that, He writes things upside down, backs, and the summer of figures in incredible fashion and also answers questions from the audience. Gaudsmith Bros. lades columns of figures in incredible fashion and also answers questions from the audience. Gaudsmith Bros. lades columns of figures in more oversaille. It's burlesque balancing, very amusing. Hobe.

#### PAR, NEW HAVEN

New Haven, March 27.
Ted Leuis's orch, Snouball Whittier, Sylvia Manon Foursome, Ben
Yost Varsity Co-eds (6), Gaye Dixon,
Ray Royce; Bulldog Drummond's
Perit' (Par),

For its final stage fling this season Paramount has brought in Ted Lewis' troupe and is doing good business. It's probably the best crew that Lewis has brought to New Haven. After an absence of four years, maestro

Excellent lighting makes simple setting look expensive; neat back-ground for the red-jacketed band and six Co-Eds, gowned in white, who are onstage throughout.

In contrast to former stopovers, Lewis subordinates himself in pres-ent setup. Former Lewis shows here had the clarinetist almost continu-ously tooting.

had the clarinetist aimose commo-ously tooting.

Bill includes Ray Royce in drunk tumbling: Gaye Dixon, warbler; Snowball Whittier, dancing with an unbilled dusky femme and doing the familiar "Me and My Shadow with Lewis. Two other femme hoofers are unbilled, one a corking control artist, the other a tapper. Six Varsity Co-eds harmonize nicely in several num-bers spread through the show, and the Sylvia Manon Foursome scores heavily with some daving adacti-heavily with some daving control. Par's one-a-month flesh policy this winter has been only so-so. Bone.

#### EARLE, WASH.

Washington, March 27, Lawn Party Revne with Three Edutations, Lathrop Bros. (2) and Lee, Tess Gardella, Radio Roques (3) and Five Balabanows, Jezebel (WB).

(WB).

Revue using plantation veranda background for law party idea, ties incidy with mod party incidence (WB) on Screen. Tess Gardella, on Aunt. Jemima costume, and one of Reddingtons (3) in blackface buffer garb are only attempts to adapt performers to setting.

Opens, with half a dozen of cast scattered about for atmosphere. Lathroughous, (2) and Lee enter for Three Reddingtons, also soloing. Three Reddingtons, with a start, finally, get down to okay trampoline work.

Miss Gardella gives 'em Clementine from New Orleans, 'Can't Help Lovin' Dat Man' and Truckin' House and stage lights dark and spots pick out Radio Rogues (3), individually, as they sock with initiations, and the start in the start of t

follow.

Act probably put in windup because it has flash, but basically its just solid standard, which can't copy what's gone before. Everybody, on the finale, bangier, tambourines, for satisfactory sendoff.

Craig.

#### PARAMOUNT, L. A.

Los Angeles, March 27.
Roy Rogers, Peter Ray, Auburn, & Dodge, Bobbe Thompson, Fredu Slarr, Douncy Sisters, Low Wood orch: "Bluebcard's Bighth Wife"

& Marco's Discoveries of 1938, reveals a couple of new acts, one of which, Freda Stair, 13, looks headed for bigger things.

Miss Stair is a soprano of exceptional range for her youth, delivering operatic numbers expertly, altimoperatic numbers expertly, altimoperatic numbers extill only developing. If not pushed too rapidly should go places. Topping is Roy Rogers, who does a drunk comic dancing act that's pure nonsense, but a clicker. Peter Ray, Negro stepper, uncorks a fast line, does some nitly toe stepping and a routine while belancing the factors and work and scores decisively. These Downey Sisters are typical.

Reflects hard work and scores decisively.

Three Downey Sisters are typical, radio entertainers. They harmonize around a mike and lack all the vaude essentials, Auburn and Dodge, youth full roller skaters, with arm and leg twirk, are good. Bobbe Thompson, a house Fanchonette, taps and warbles but fails to start the show of promisingly. Trade at opener indicates house headed for substantial week.

### Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

President Roosevelt's message to the citizens of Gainsville, Ga. assailing the citizens of Gainsville, Ga. assailing the Common of the featured clips here this week, Good reel, boomingly applauded when caught.

Then there is a series on Austria, showing Hilber's peaceful marchinto Linz, and Vienna, with thousands of massed riffemen. The newsited some series of the photography emanating form Austria is the common of the Austrian story.

The narrators talk about the traggings which followed the peaceful march, and which the cameras can be seen to the common of the U. S. submarine Surgeon, and the shift in U. S. Army command at Hawaii, additional to student aviation shots. Raft incident common of the Susquehanna, in which several lost their lives, is another of the serious moments. And there are considerable church reels, another of the serious moments. And there are considerable church reels, another of the serious moments. And there are considerable church reels, another of the serious moments and the Eucharist.

Some week-riding Australians and Jap soldiers investigating damage by Chinese planes caught by Universal, Pathe shows a burning steamer at Cleveland, and also shot of the toppers is that of George Bernard Shaw, guest of honor at some affair, rising to toast himself. Cood for a Start of the common of the co

### Plays on B'way

#### Schoolhouse on the Lot

(Continued from page 56)

office values are far above the academic rating given her by the pretty schoolmarm from Brooklyn. Little Dolly Shepard, who is alternately played by Betty Philson or Jean Harris, is an 'A' film star, but a 'C' student.

dent.

With this background comes a parade of eastern financiers, studio skullduggery; misunderstending and counter-intrigue, feverishly, crammed into three short acts. It lacks the forthrightness and conviction of a Boy Meets C'rl' or a 'Once in a Lifetime,' although there are times the control of the country and not withough the paradelity. But its total lack of cohesion defeats if from midriff on. This, despite the yeoman trouping by an excellent cast.

rom midriff on. This, despite the yeoman trouping by an excellent cast.

Producer Philip Dunning did good job on the mounting and Arne Lundberg's two interiors further assist the Bood physical impression. The Bood physical impression that the Bood physical impression where the Bood physical impression where the Bood physical impression leaf the Bood physical impression where the Bood physical state of the Bood physical sta

Pretty much straight vande cur-rently, with Lou Wood orchestral spotted on stage, working there all dio seens, but its substances as-the way. Show, billed as Fanchon, play is too thin.

#### Broadway

Walter Woolf King in N. Y.
Irving, Tishman operated on for
eye allment.
Jimmy Truex writing a play. Two
eds completed. ts completed. Herbert Bayard Swope back from

acts completed.
Herbert Bayard Swope back from Coast with a cold.
Radio Franks enlarging their new East 55th street spot.
Sidney Spier on a strict diet after stomach trouble.
Bill Hardy (Bill's Gay 90's) back from a Florida varash.
S. Jay Kaufman back after year on Coast. Lost weight, there.
Phyllis Perlman is advance-agenting The Star Wagon from London where he stared Dodoworth.
Beatince Lost Condon today to John Wend editorial chief of Universal new year detorial chief of Universal new year.
Harry Roystar in the field for two weeks for Par, on commercial film mitters. Walker booker closed shop

matters.

Harry Walker, booker, closed shop
in the Strand building. Going to

alifornia. Andre Kostelanetz preparing for oncert and radio tour in the

in the Strand building. Going to California.
Andre. Kostelanetz preparing for concert and radio four in the Argentine.
Dan Dogerty, ed on Pox Movietone News, taking to the summer.
Former violinis-tonductor, Fredric Fradkin noya sustro-boniface, opposite Commercial Strands of the Strands of

concession.
Satevepost associate editor Joe Bryan 3d and Mark Hanna the agent, have achieved a new form of advanced 52d street argot—they jive in double-talk.

vanced 52d street argot—they jive in double-talk.
Ad:laide Moffett at the Hotel Amhassador is Social Register but takes her singing with Dick Gasparre's and service of the service of t

at the St. Clare tropital list week, is the St. Clare tropital list week. It is the state of the

### Pittsburgh

bookings during John McGreevey's

Honding vacuum Cherry C

Bill Frederick back from Bermuda for Lawrence Welk's reopening at the William Penn.
Hazel Cullen home from the hospital and going to Miami as soon as she's well enough.
Ken-Hoel will do Harris circuits belief to the George Tyson is on Maurice Schwartz bringing Brothers Ashkenazi' to Systa Mosque for one performance April 13.

### Gambling Ships

(Continued from page 1)

any other game of pasteboards the player might seek.

Apart from the main gambling casinos, both ships off the Long Beach shore are equipped with Invisit dining rooms and cocktail ounges. Food and diniks are sold at pop prices, and by. Cipping a coupon from the daily papers patrons of either ship may dine, sumptuously guests of the management. agement.

#### Plenty of Action for Mob

Pienty of Action for Mob
These ships of chance are not the
hangout of the Hollywood upper
crust, excepting for slumming trips.
Bulk of patronage comes from the
middle or working classes, those
who feel they can afford a \$2 stack
of chips for whirl at roulette, or
who are willing to risk a few half
dollars, at craps, blackjack or the
fortune wheels. And then, there's
the nickel, dime and quarter slot
machines to provide cheap entertainment for those who would woo
fortune.
In addition to the lure of 10c.

In addition to the Jure of 10c rotatine.

In addition to the Jure of 10c rotatete and 50c craps, players are given a few other breaks, not ordinarily granted in establishments of this sort. In the stud poker games everybody plays, there being in house dealer. At craps, every combination thrown is a point for which players may shook, other words there are no losses on snake-eyes or box. Another innovation is the rule which permits a player to bet that dice holder will throw a seven while striving for point, which rewards with a five to one payoff.

Passage to the gambling shipe for

payoff.

Passage to the gambling ships is made easy from Long Beach harbor through the medium of dozens of water taxis, which transport the players at two-bits a round trip. The run each way is made in from 35 to 45 minutes, depending upon the speed of the closed-in motor crafts, and fares are collected on the outward trip. This precludes any one being stranded abourd the ships through lack of return fare.

Each of these water taxies has a

through lack of return fare.

Each of these water taxies has a capacity of from 60 to 75 passengers, without erowding and trips to and from the boats are mace every 15 minutes by anywheres from three to six or more of the small craft. Many of the patrons, spend but a brief time aboard the ships, others make an afternoon or an evening of it. There's no scheduled closing time. Play is continued just long as there is business in sight. Some highs its close to daybreak before the last galoots ashore.

#### Heavy Femme Play

Women, mostly of the elderly type, are frequent visitors to these floating palaces of chance. Mostly they favor the rollette wheels with their patronage, but not a few of them take a whird at raps, and they kneed to fortune. The lotteries also get a heavy play, do also the slot machines.

machines.

Slips are efficiently policed and its seldom that any disturbance noted. Hundreds of thousands of players have been transported to the boats in the past year without much as single accident. Boats provide employment-for-hundreds of men and women, and although no flaures a available well-informed persons insist the operation runs into millions annually.

Extensive advertising is resorted

By that Coben

Dave Marino and Dolores Bitner plan to save in-lane. Dave Left ind exhibitor, and Sister and Long Based newspapers. Horwitz to marry April 7.

Leighton Nobic's band stieks at Bill Green Casino and librated Bob Polland in Howdy Baim's sux section.

Bill Burton in lowdy Baim's sux section on business for Rockwell-conditions of Mayering this distribution of Mayering this distributi

#### London

Cliff Fischer's London Casino show

Cliff Fischer's London Casino show in its last month.
After 37-year clean driving record, Godfrey fined \$10. for speeding.
Fred Aslarie expected here in ally of the state of

made: Muyflower Picture Corp, has taken up its option on Tim Whelan to di-rect a second Charles Laughton film

up its option on Tim Whelan to direct a second Charles Laughton film inity year.

Lipton Grosyenor House Grosyenor House and Edder, has taken on Gene Rogers, colored American dio pianist, as his orchestrater.

A new circus play, "The Painted Smile first play by William Templeton, replaces Mourning Becomes Electra' at the New Thursday (31). Archie de Bear returning to the producing held. Will stage nitimate the producing held. Will stage nitimate the second principals for next Drury Lane show, which will be based on Edgar Wallace's Sanders' character, comprises Lestle Banks, Mackenzie Ward and Edna Best.

Ronald Squire's daughter Jacqueline, who plays his stage daughter in Plan for a Hostess, engaged to Douglas Home, of the perage, who woo per Manne Long John Gar-

Plan for a Hostess, engaged to Douglas Home, of the peerage, who woos her in the play.
Luc! Mannheim and John, Garrick to star in the Hungarian musical contents; Marital which, after the Contents of the Hungarian musical contents, and the Hungarian musical contents of the West End early next month.

A new Trish comedy, Moonshine, by A. G. Thornion, being staged by Gordon Harborn at the Ambassadors, featuring Maire O'Neill, Arthur Sinclair, Nial McGinnis and Richard-Littledale.

Associated British Pictures Corphas four films running simultaneously in four West End picture houses; Vessel of Wrath, at the Regal; Dead Mon Tell No Tales, at London Pavilion, Jungle Adventure, at Railol. and Mutury of the Eisindre, at Astoria.

#### Berhn

Wilhelm Kempff invited to concert

Wilhelm Kempff invited to concert Buenos Aires.
Reich Music Festival at Dusseldorf, May 22-29.
Rut Bissmarck singing at German-Swedish exchange concert.
Carl Schuricht to baton Loridon, in October.
Next International Fipresci Congress to be held in Berlin during 1939 summer.
Hanns, Niedecken-Gabhard rehearsing historical show with 10.000 performers for Breslau festival sports display.
William Mengelberg to baton Mohaupits here workersta work Three Epidems Congetteebouwer, Carl Froelich directing film on Sudermanns play Heimal, with Heinrich George, Zarah Leander, Ruth Hellberg and Paul Horbiger.
Prof. Naidenoff, of National Opera, at Sofa conducting modern Bulgarian music over ether. Another Sofian, Dimitri Renoff, playing piano concerto.
Lattir Volpi to Deutsches opry in May for seven guest performances with Italian singers. Ten to Han-

CHATTER

station's 10th anniversary celebration show for one day at Auditorium here April and the for the first time in moons Orpheum having three stage shows: truv—Mae. West-next week followed by Chinese Follies and Eddie Duchin on successive weeks.

Twin City Variety club this, week initiated 20, largest class since inception, including Tony Stecher, weeks ling promoter; Bob Sieberlich; box-oing commissioner, and Harry Hirsch, Gayety producer.

### Palm Springs

the fu.
Mary Macguire weekended at the
Colonial House.

Mary Macguire weekended at the Colonial House, Harriet Parsons, Eadie Adams and King Kennedy vacationing here. Bonnie Porter's carved miniature of Virginia Gosden, daughter of Frier destroyed, free testing the colonial formation of the colonial free testing the colonial formation of the colonial free testing the colonial free te

which Macquire weekended at the Colonial Home.
Harriet Parsons, Eadie Adams and King Kennedy vacationing here.
Bonnie Porter's carved miniature of Virginia Gosden, daughter of Freeman (Amos) Gosden, is on exhibition here.
Fire destroyed the desert home of Lestis Charteris. English unthor consuming manuscripts on the Consuming manuscripts of them.

Donald Stralem and the missus hosted the Hal Roaches. Milton Brens, Chartes Fediams. Brain Abrone Chartes Poyer and Patterson at the El Mitadon Nix

Press' Radio Nix

| Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Press' Radio Nix | Pres

#### One Publisher's Grouch

One Fublisher's Grouch

Even marriages and divorces of film stars will be taboo if one antiradio Southern newspaper publisher has his way. Such events, in his opinion, have become so routine, they have ceased to be news.

Film producers, he says, are sending out enormous volume of expensive promotional material, but no advertising orders. States that henceforth, we have decided to quit using our newspaper space to promote the business of our competitors.

Henceforth more publicity, stories promoting ordenstra leaders, film stars, radi stars, et al. This means a definite taboo on Hollywood and radio gossip (which never was

Prof. Naideneff. of National Opera, at Sofia conducting moders and pera at Sofia conducting moders and pera and sofia conducting moders of the sofia conducting moders and sofia conducting moders are sofially sofial points of the sofial poin

#### Holiywood

Grady Sutton hospitalized. Gale Page off for Chicago: Cecil Howard in from London.

William Wellman down with flu-Chester Morris off for Chicago, p.a. Lucille Gleason out again after flu-tew Seiler in from N. Y. via hoat, Willson Collison buck from Flor ia.

Joseph Schildkraut under doctor's

care. Mort Mann flew in from New York.

Ivan Goff back from New York vacash.

Joseph Schildkraut, here to shake Vacash.

Toward Goff back from free to shake Vacash.

Thomas Matthews discharged from ospital.

Andrew Stone recuperating after

5.

Brian Aherne to San Francisco for scries of Shakespearean readings conjunction with the Frisco

in conjunction with the Frisco Symph, Gene Autry, Smiley Burnette, Max Terhune and the Maple Four topped the Lakeside Golf Club's benefit for flood sufferers.

### Sydney

Montague revue making a short re-irn try in Melbourne for Savoy heatres.

furn try in Melbourne for Savoy Theatres. Melbourne contemplating building a theatre, including offices, at a

Melbourne contempiating business, at heatre, including offices, et a cost of \$5,000,000.

Dino Borgololli is giving a series of concerts in Melbourne for the Australian Broadcasting Commission: A concerning of 'In Old Chicago for local film moguls, Clay Hake anxious to nix idea that it's gangster stuff.

Stanley Crick, former 20th Fox boss here, will stick in show bix, just waiting to set plans before misking announcement. May take a vacation first.

ing announcement. May take a vaca-tion first.

After a break with Col's 'The Aw-ful Truth', Hoyts bringing in 'Siag Door' (RKO) for the Regent, Former cilcited to six weeks and same is ex-pected of latter.

After looking over this territory, Montague Marks, of London Films, left for home. Said there's a pos-sibility of his company making pix in Australia shortly.

#### New Haven By Harold M. Bone

Herry Shaw and Irau yacationing in Mexico.
Four men captured cracking Whalley theatre safe.
Larry Crabbe a specialor at Yale-Cambridge rugby in Yole Bowl.
Motton-Hamil cheek for week May 2 at Army Crabbes set for week May 2 at Army Schäfele noisy Prignomial.

rena. Lew Schöefe puls Paramount age shows in mothballs for an-Lew Schatte must be a stage 3 howe in multiballs for air other seaso.

Yale Music School dean David Stanley Smith feted on 35th introversary with school.

Brace Conning former strawns director bertabouts, will ditto at Pawlicket this summer. 2200 bits of the stage of the season of

KFRO.

Sheet is one of the few around the Marie Piess and Gabriel Levens n country to antiagonistic to radio that authored, prize-winning, one are it thus deprives itself of business. These are the Times, for local (ex-

### **OBITUARIES**

OSCAR C. APFEL.
Oscar C. Apfel, one-time legit actor and pioneer screen director and actor, died suddenly following a heart attack in Hollywood March 21. His widow, Mrs. Marion Apfel, and two sisters survive.

Decased began his stage career at 19 when he appeared in Eugenie Blair legif productions in New York. Laier he was in the stage play, The. Prisoner of Zenda.' He directed the Chicago Opera House Stock Co. when he was 23.

when he was 23.

His first picture work was in 1911
with Edison and Reliance. Later he
joined Jesse Lasky in the latter's
first picture venture. The Squaw
Man, filmed in Hollywood. He directed for William Fox. d. William
Farnum, later returning to New York
to direct for World Pictures. After
directing in Holland for a year, he
returned to Hollywood and resumed
acting.

Among the more recent pictures in thich he appeared were 'Hearts in bondage,' 'And Sudden Death,' 'His-ivy Is Made at Night.' 'The House ( Rothschild' and 'Talk of the Bondage,

JANE HOWARD WOODEND

JANE HOWARD WOODEND Mrs. Jane Howard Woodend, 84, one time. New York socialite, actress, and wife of Dr. William E. Woodend, died almost penniless in Oklahoma City, March 24. The story of Mrs. Woodend's life, revealed by newspaper clippings found, her effects, is a tale of riches, a short fling at the stage, and self-banishment to the 101 Ranch at the invitation of the Millers when Dr. Wooden was cleaned in the stock market and lil health had

In Fond Memory of One of the Best Friends 1 Ever Had

F. B. HAVILAND JERRY VOGEL

forced her retirement from the stage

From 1905 to 1920 Mrs Woodend

From 1905 to 1920, Mrs. Woodend made a trip to Oklahoma each summer and then in that year moved to the state permanently.

A few years ago New York friends established a \$5,000 trust fund, which paid Mrs. Woodend \$25 monthly and another friend sent \$5 a month. On this small income she lived out the remainder of her life.

#### BEN JEROME

BEN JEROME
Ben Jerome, 54, veteran songwriter-conductor, died at his home in Brightwater, Long Island, N. Y.,
March. 27, after a lingering lilness from heart trouble. A clot on the heart was the direct cause of his death. A son, his widow, long since divorced; brother, and two sisters survive. Masonic services towight. (Wednesslav) at the Hunting.

ters survive. Masonic services tonight (Wednesday) at the Huntington Station Elks Club on Long
Island; interment tomorrow 31.0.
Jerome was for many years conductor of the LaSalle theatre, Chicago, for Harry H. Frazee, during
which time he also authored songs
for Witmarks, Howley, Haviland &
Dresser and others. He composed
and conducted shows for Eddie Foy,
Sam Benard, Sophie Tucker, Alexander Carr, et al.

#### EDWARD MONCRIES Edward Moncries, 79, vetera

EDWARD MONCRIES

Edward Moncries, 79, veteran legit and screen actor, died in Hollywood March 22, following a heart, attack, Deceased for many years was slage maurer of Tony Pastor's theatre in Mary York New York. Going we: with Perry Brothers, theatrical troupe, he ap-peared as an actor at the old Bird Cage theatre, Tombstone, Ariz. peared as an actor at the old Bird. Cage theatre, Tombstone, Ariz., where he became a personal friend of Bat Masterson, Wyatt Earp, Doe Holliday and obline rearly western characters. In Los Angeles he opened a theatre on Mair, street and later became a screen actor, working in soveral of Charles Chapthrapietures.

Mike BRADY
Mike Brady, 49, for past 10 years
in charge of maintenance at RKO,
died in Los Angeles March 28. Widow and three daughters

JAMES C. ENRIGHT, JR.
James C. Enright, Jr., 27, scenario
and production supervisor for RayBell Films, Inc., died suddenly of, a
heart attack while on his way home

from the studio, March 25.

March, 25.

Member of a socially prominent family, he had been employed by Ray-Bell for more than year, having previously been associated with WTCN's scenario department. Survived, by his father and two sisters. Interment in St. Paul.

St. Paul,

WILLIAM V. McKENNEY
Bill McKenney, 44, composer of
'Wabash Moon,' among other tunes,
died of pneumonia in Boston March
19. Burial at St. Joseph's cemetery,
Was Backey.

West Roxbury: McKenney, unmarried, was school teacher, who did his compo ling as a sideline. He was widely known in show business, having pro-vided music for Cross and Dunn, Morton Downey and others

#### W. B. FREDERICKS

W. B. FREDERICKS

(FRED B. WRIGHT)

Fred B. Wright, professionally known as W. B. Fredericks, died at his lome, Howell, Mich., of a heart attack, He had formerly operated stock companies in Covington and Owensboro, Ky., and Fargo, N. D., but for the past 15 years had played in vaudeville.

Survivad by h. ...

Survived by his widow, the former Wanda Ludl

#### RALPH BLANCHARD

Ralph Blanchard, 54, of Blanchard Nochols: advertising a gency, which, represents national magazines in Los Angeles, died in Pasadena, March 26.

in Los Ritgers, we want of March 26.

Mr. Blanchard was formerly advertising director for Conde Nast Publications in New York. Widow and three children survive.

#### PHYLLIS ALLEN

PHYLLIS ALLEN
Phyllis Alhen, 77, in vaude many
years before appearing in pictures,
died March 26 in Los Angeles.

Deceased did a singing act on major circuits before going to Hollywood in 1913 to work in Keystone
and Chaplin comedies. Inactive last
10 years.

#### Pix to 'B'

(Continued from page 3)

walking the streets with every distributor disclaiming ownership. So unpopular is the B picture today that no one seems to recall how it happened to be born into a business where the classification of any musement feature as being less than superlative is contrary to all enter-tainment tradition. Most sales exec-utives prefer to think of the B's as-something like Topsy, who just grew up. Fact of the matter is that the. B. picture, in its inception, was a good sales idea, but a bad produc-tion designation. Theatres which for, years had played three changes a week, single bills, switched to duals, requiring 312 features annually, half of them at light film rentals. Dis-tributors met the demand with a superlative is contrary to all enter-tainment tradition. Most sales exectributors met the demand with a subsidiary list of releases, films that lacked top starring names, but had values in a type of action, melodramatic stories.

racked top starring names, but had values in a type of action, melodramatic stories.

How it All Started

Upon consultation with the Hollywood studio staffs, plans were laid for the production of this type of feature. Major plants assured their distributing staffs that costs could be kept within \$150,000 average without interfering with the list of major attractions of the big starts and directors budgeted between \$500,000 and \$1,000,000. The lesser pictures were to be the proving ground for new talent, the experimental laboratories for junior writers and younger-produces.

Under sich a cost program the B's were widely sold in a market stricted in return because few of them were ever set in percentage classifications by distributors. They appeared to furfill their purpose in the scheme of things. Nearly every Hollywood studio organized itself to make two kinds pictures, litigh cost A's and low cost B's.

If production costs had not risen so swiftly, it producers and directors had not pleaded with studio heads for additional appropriations because the Jesser nictures needed known players and better stories, it shooting schedules had not been extended.

players and getter stories, it snooting, schedules had not been extended, then the B picture idea might longer have survived. But all these things happened in Hollywood and every plant; found, the costs, of the B's mounting beyond the limit of the profitable film rental returns. What

started as a program of \$150,000 films soon found itself as a series of productions costing \$250,000 and higher, Additional print costs, advertising and distributing expenses loaded nearly every distributor with a line of pictures requiring gross returns of \$400,000 each. Sales managers resorting to pencil and pad discovered it wasn't in the cards.

The unsolved problem, however, is that double-billing, to meet the requirements of which the B picture was born continues as the national exhibiting policy. Distributors will seek in the coming sales season to dispel the belief that there is anything coming from Hollywood drits season which deserves the classification of B product. They're all to be A's, which means higher film rentals. Film buyers and bookers are wondering.

dering.

#### Pix Stunters

(Continued from page 1)

ners from the motion picture indus-

Policies will cost each stunter \$300 per year a starter, with Barham optimistic that indemnities will be low, and that the rate may be duced after six months. Payments ever both accident and illness either on or off the sets, with \$10,000 in case of death, \$50 a week for a year for either illness or accidents, with an additional \$15-per-week to apply on hospital or medical bills. Loss of a land, arm, leg or eye draws. \$5000, with double that amount for both eyes, arms or logs.

Manta's High Dive Policies will cost each stunter \$300

amount for both eyes, arms or legs.

Mants's High Dive
First to be protected by the new coverage will be Paul Mants, veteran film aviator; who. April 15 will do 1,000-foot, vertical plane dive for Paramount's Men With Wings.

Experienced stunt actors and Experienced stunt actors and tresses are currently forming organization within the SAG to limit pricture jobs in their particular line to those who have made a business of it. Too many ex-puglists and former All-American footballers have been working at the trick because of the \$35-day minimum scale for stunters and getting lurt at it. Ploneers object because accidents give the stunt profession generally a bad name. erally a bad name.

eraily a bad name.

Better, stunt actors, who draw as high as \$1,500 for a single day's toil, and figure each hair-raising situation through application of mathematics, insist that the chances they take on life and limb are almost nil.

#### Lupe

(Continued from page 55)

carrying a daily story for a week before as buildup and setting a deadline for letters.

#### 'Tarzan's' Mex Wo

Mexico City, March 29, Johnny Weismuller, here for the premiere of his wife's first made-in-Mexico pic, 'La Zandunga,' current smash at the elite Cine Teatro Alameda, and a vacash, is garnering more public attention than has any visiting filmer in a long while, since Ramon Navarro back in '34.

The senoritas are strong for Tar-zan—they nearly mobbed him when he landed at the airport in the pour-ing rain—and kids tag him on the

#### WORLD CONCERT TOUR

Oklahoma Citiy, March 29.
Barre Hill, head of Oklahoma U.'s
voice department, and George An-son, pianist, are scheduled for a round-the-world concert tour begin-

Initial-concert will be in Honolulu

#### Bills Next Week

(Continued from page 54) Northwood Inn.

Ray Cartle Ord La Bue Parker Monty Wyson Gus Howard Lois Torres Co Ruth Dennen

facil Les Ore

Jest Backer Ore

Lest Backer Ore

Random & Morline

Ten-Feety Club

Mallin & Howe

Ten-Feety Club

Mallin & Howe

Hong

Ten-Feety

Club Dale

Hilly Notan

Log McKay Ore

Coyle McKay Ore

Coyle McKay Ore

Ary Money Ore

Webnier Hall

I Cocktail Grill)

Ary Money Ore

Al Nall

All Malline

Reity, Sievenson

Stoan & Young

### News From the Dailies

This department contains rewritten theatrical news tiems as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Vanery takes no credit for these news items; each has been rewritten from a daily paper.

#### East

N. Y. State Liquor Authority cracks down on Sunday jam sessions in taverns' in upper part of state. Complained that they draw young-sters from church attendance.

Police rounding up publishers of tip sheet on horse races. For the first time invoking the postal, as well as civic, laws.

as civic, laws,
Fannie Ward to England last
Wednesday with the asiles of Lord
and Lady Plunket, killed in an air
crash. Lady Plunket was her daugh-

ter.

Columbia U held a motion picture party last week sponsored by Duncan MacD. Little. Amateur 16 mm, flins from Janpan and elsewhere.

Orson Welles to get the Drama Study plaque this year. Usually awarded a playwright. For his staging of Julius Caesar. Presentation April 8.

Five A. F. of L. labor unions sign p with 160 N. Y. hotels.

up with 160 N. Y. hotels.

N. Y. radio police cars to have white tops to distinguish them from other autos.

other autos.

Columbia U to stage four Sue Hastings marionette shows. First started last Saturday. For the chil-

WPA circus goes under canvas May 10.

WPA circus goes under canvas May 10.

Helen Howe to give a monologue bill at the Little April 4.

Cinema de Paris goes back to its old title of Fifth Ave. Playhouse.

Gladys Gwynne Heeht asking a separation from her hisband. The complains he used their apartment to take nudes and semi-nudes of other girls. Has some photos she says to back up her assertion.

Columbia varsity show at the Hotel Astor tomorrow and Friday. It's the 24th show.

Ira Gershwin. Charles Friedman, Fred Keating, Paul Lukas, Vincent Minelli, Robert Benchley, Clifford dets. Heywood Broun among the volunteers for the Lincoln Brigade benefit at the Hipp, April 23.

American Music Alliance to stage a benefit Sunday for Spain. Starts with a dance session from foot the There will be a 20-minute intermission every two hours.

Erno Rapee advises Essex County

There will be a 20-minute intermission every two hours.

Erno Rapee advises Essex County (N.J.) Symphony society he will be unable to conduct its series of four concerts in June. Has dates in Chricago and Hollywood and goes to Europa in Alsgust

cago and Hollywood and goes we Europe in August.
Ralph Hollander, 21, winner of the Saks Springtime in Paris contest with his fiddling. Gets a trip to

Satistics of the second of the

Academy of Music.
Sculptors Guild to hold an outdoor exhibit at Park avenue at 39th street, starting April 12.
Alexander Woollcott lectured at the New School for Social Research

the New School for School, Sunday, Billy Rose gives Margaret Mitchell \$3,000 and a note of anology for using Gone With the Wind' at Fort Worth last sunning. Case settled out of

\$3,000 and a note of apology for using Gone With the Wind' at Fort Worth last summer. Case settled, out of court,

No performance of Shadow and Shubstance' Friday. Sir Ceditic Hardwicke had a touch of laryngitis. Both shows Saturday as usaol diverse granted in Newark to Mrs. Georgia Ingraham Mott, former, chorus grit, trom Howard A. Mott, misical direct for for one of Mal. Bowes, touring units. She told court he walked out on fier and their 10-pea-rold son because he did not want the responsition of the child sired 1935 as supported the child sired 1935 as expopriot 1935 as expopriot 1935 as expopriot 1935 as e

nite clubs, restaurants and bakeries last Sunday. Found half of them violating the state law against the employment of women after mid-night. Law, if strictly enforced, would knock out all night entertain-ment at Jersey shore resorts.

Grand Opera House closed last Sunday to permit virtual reconstruc-tion of the once famous house. 'A Doll's House' to give a benefit next Sunday for Stage Relief Fund.

#### Coast

Claire Dodd, stage-screen actress, won a divorce from Jack Milton Strauss in L. A. Couple wed Tiajuana in 1931.

Tiajuana in 1

coming to trial.

Breach of promise suit of Vera
Reynolds, silent picture actress,
against Robert Ellis Reel, screen
writer, was brought to a sudden halt,
when L. A. judge ruled that efforts
should be made for an out-of-court
settlement to bar further sensational
testimony. testimony.

Mrs. Gladys E. Olmstead sued Ed-win S. Olmstead, screen and fiction writer, for divorce after 23 years of

marriage.

Plea of Mrs. Helen Walton Langdon for back alimony from Harry Langdon, film comedian, was continued until July after the defending testified that he was living on funds horrowed from friends.

Peter Bauman, business manager for Martha Raye, sued in L. A. for \$50,000 by Nancy C. Dixon, who charges he jilted her.

#### MARRIAGES

Audrey Wood to William Liebling in New York, Murch 24. Both are partners N. Y. legit talent and play agency.

Dorothy Sherwood to Harry Frazee in New York March 24. Groom is in

Lois Patterson to Bruce Nicholl in Lincoln, Neb., March 20. He is radio editor of the Lincoln Sunday Jour-nal and Star.

Leah Ray to David (Sonny) Werblin in New York, March 27, Bride is singer; he is executive of Music Corp. of America.

Bride is singer; in a caracteristic Music Corp. of America.
Astrea Kemmiler to James Rogers in Hollywood, March 26, He is son of late Will Rogers.
Helen Schultz to Lew White, April 3, New York. He's a CBS organist

Margueriate (Mimi) Parks to Law-

Margueriate (Mimi) Parks to Law-Bradeford Russell in Plymouth, Mass., March 24. Bride Mimi Parks, radio and nitery warbler. Mary Russell to Paul Ames in Hol-lywood, March 26. Bride is film ac-tress; he's film producer. Haile Stoddard to Jack Kirkland in Montreal, March 27. Bride is legit actress, he is a playwright.

#### BIRTHS

Mr. and Mrs. Frank Davis, daughter, in Hollywood, March 22. Mother is Tess Slesinger, film writer, father is with Metro.

Mr. and Mrs. Swanton Dalton, daughter, Hollywood, March 22. Mother Jeanette Mechan, with Newspaper Enterprise Assin in Hol-

### WHAT THEY THINK

Angelo Palange Explains New York, March 23.

Editor, VARIETY
In your issue of March 23 you arried an article to the effect that I was fired from Station WPEN in Philadelphia for altegedly challenging to fight the write of anonymous motes reflecting on my nationality. Please be advised that this article is erroneous. The facts are as fol-Editor, VARIETY:

On March 11 I was notified by

On March 11 I was notified by Dwight E. Rorer, by written communication, which letter I have in my possession, and a copy of which doubt! file with the station, that I would be suspended pending the making of charges; and their arbitration; pursuant to a contract with the AGRAP. You are further notified that no formal charges of ny kind have been made as yet, and the matter is set for arbitration cometime during the week of March and the matter is set for arbitration sometime during the week of March 27. The WPEN local, an affiliate of the ClO through its business agent, Joseph Kehoe, has gone on record demanding my reinstatement, and defense being undertaken

defense and detense being undertaken by the CIO.

Under the circumstances, there-fore, I am sure you will welcome this opportunity to correct any erroneous impression you may have

Angelo Palange.

### The Pioneer of Jazz Philadelphia, March 21.

Philadelphia, March 21.
Editor, Vaneru:
Wish to call your attention to a
mistake that was made in your articie March 9, entitled, Ben Harney
Dies, Pioneer Exemplar of Ragtime Music.
Good Old Wagon, and Johnson

Turn Me Loose' were written in 1888 when at Middleboro postoffice, Ky, and in 1891. Which establishes 1888 when at Middleboro postoffice, Ky, and in 1891. Which establishes Ben Harney as the original com-poser of ragitime music, long before anyone by the name of Charles Tra-vathan was heard of, and he stands slone in this field without any credit being 'giy' to others who wrote in the best of the standard were not rag—after that time. Unsigned

Unsigned. (Address given as 1510 N. Gratz street, Philadelphia).

Charles Travathan was on the stoff of the N. Y. Morning Telegraph for a year or more before Ben Harney came to the front.

#### The Lunts and Helen Deutsch New York, March 28.

New York, March 28.
Editor, Vaniery.

It appears that one of the many arguments which crop up in any business relationship reached the pages of your paper; we refer to the report in last week's Vaniery of discoveraging the business. the report in last week's Variety of a disagreement between 'Helen Deutsch and Mr. Lunt. We were extremely surprised at the suggestion in your item that Miss Deutsch was not still our press representative. Her, status in that capacity is absolutely unchanged and she has, wholehearted approval. We expect and, fact, we hope that there will be many, many more such arguments between but we also liope that the public will not again be bored with reports of them. We repeat that Miss Deutsch has our sincere respect and friendship, and hope we are not mistaken believing she feels the same way about us.

about us.
Lynn Fontanne and Alfred Lunt.

Lymn Foutanne and Alfred Lint.

'Porgy' and the Flood
Los Angeles, March 21.

Beltior, Vanin:
Just in the interest of accuracy
Forgy and Bess' closed in San Franait the end of the third week
side lawing done one and halt
week in Los Angeles, closing indirectly because of the floods.

We had a week of one-night stands
booked al a good profit, and ad
vances from these towns would have
paid the company for the last San
Francisco week. But in as much as
the valifonds would not guarantee
to, set us down the San Joaquin
valley or to San Diego, for at least
week we had to return the money
to the one-night stand engagements
and clos 'San Francisco.
Equity not being able to locate
All Charles L. Wagner, who had
signed the bond, refused to do any
thing in San Francisco, nor did the
San Francisco representative come
to the meeting which I had with
the company, there. At this meeting, upper
paid the hotte bill of every mem WLW,
then advanced systemace money,
which I again repeated Los An.

Will
Will

fion advanced systemance money. Which I again repeated Los An-

geles. Mr. Kornblum, the Los An-geles. Equity representative, how-ever, was very - operative, and did give the company a little sus-tenance money to use for food on their return trip to New York.

their return trip to New York.
Round trip transportation, first class, New York to Los Angeles and return, had already been provided for all of the principals before they left. New York, and this was not taken. The transportation of the chorus had already been provided by Isabel R. Scott, its manager, on money which we had advanced as early as last December. In other words, every attempt was made to take care of the company members by this office.

Merle Armitage

#### York and King-and the Radio New York, March 24. Editor, Variety:

New York, March 24.

Refitor, Variety:

In a recent issue there appeared a box' to the effect that York and King were cancelled on the Schaefer Beer program because of material. I do not know who supplied you with this misinformation, but in all fairness to York and King I think you should be acquainted with the real-facts. Here they are: York and King were cancelled—but at their, own instigation. Both Miss King and Mr. York were not salisfied with the material for their radio vehicle, and knowing how important a radio guest appearance they preferred to "bow-out" rather than jeopardize a standing in the amusement would that has always been above proach.

Furthermore, the material as oris-

proach.

Furthermore, the material as originally proferred by myself, as agent for York, and King, to B.B.B.C.O.

was not 'dug' up from a wardrobe trunk—but we will admit that there was a bit of delving into Madison's Budget and mayhap Joe Miller's grab-bag. There was a reason for this, the idea was to do the corniest of gags and 'jokes' of 20 to 25 years ago, the first half of the program—and then later on ishow contrast by a complete refurbishing and wamping.

vamping.

However, it just didn't 'jell'—and
York and King are the ones who
through the medium of their agent,
asked for a concellation. Mr. David asked for a concellation. Mr. David White, of B.B.D.&O. will bear this

Dora Maugham, (of Mark Hanna's Office).

Not a Change of Policy
New York, March 25.
Editor, Variery:
The caption in your issue of
March 23. 'Headlines Only Idea
Stressed by Press Radio, seems to
convey the impression we give
headlines instead of actual news
copy. What we strive for to give
the highlights of the news, and to
suggest that details may be found
in the newspapers. We have no intention of adopting the style of
newspaper headlines.
Several weeks ago the Press Radio

newspaper headlines.
Severul weeks ago the Press Radio
Burcau sent a request to subscribers
to change the concluding credit lines to cleange the concluding credit lines, on the reports and special builtelins. The changes suggested were purely technical and implied no change in our news policies. Very truly yours. James W. Barreit. Editor. Publishers National Radio Compilia.

#### N. Y. Fair's Press Books

New York World's Fair sent out elationate, giant-size books this tyeet haviting some 500 business firms and configures to participate in the preview of the expensions scheduled for April 30, and May 1-2 in N. Y. Book invitation contains an outline of latir, preview-delebration, stressing the motorcade of floats set for April 30. Letter's signatured by Grover-Whalen, president of fair association automatical from automatical the firm greating the firm contains the firm co tion, suggests the firm receiving book float in motorcade.

Latest check reveals approximate-ly 300 floats and about 250 ther motor vehicles will be in preview pa-

#### Texans in Tents

Scheneciady, N. March 29.
Doe Schneider's Texans, who have required to WGY. Scheneciady, after year of brandesshirt and personal appearancing out of VBZ. WTIC and WLW. will take to cancas signful tale spring.
Will continue to air locally, using radio to plug-tent dates.

#### Point in Jurisprudence

New Orleans, March 29.

In a decision regarded as important in establishing jurisprudence in suits for injuries received on amusement devices, Civil Judge, Nat. Bond. ment devices, Civil Judge. Nat Bond, March 25, ruled that the Loop-O-Plane at Pontchartrain Beach is meither dangierous or hazardous and that there was no negligence in its operation, in dismissing a \$25,833.4d suit brought against the Playland Corporation by Miss Mildred Waugespack,
The judge noted that competent doctors had testified that an injury such as the plaintiff suffered could be caused by a Slight joil or twist of the neck.

## SIS McPHERSON TO FRISCO FAIR

San Francisco, March 29. Dr. Jules N. Knight, manager of Aimee Semple McPherson, has been 585 Bush street,

quarters of the Golden Gate International Exposition, completing deals for evangelist to appear at the 1939 expo.

Fair execs have launched a con-test for a reasonably accurate double of Lotta Crabtree to play A. O. Vollman's Cavalcade of the Golder West.'

Announcement was made last week that Treasure Island, expo site, will be thrown open to public daily starting April 3. Admish will be 25c for adults, kids a dime.
The powerfor Building Trades Council, which holds a contract with the exposition command. Is furnish

Council, which holds a contract with the exposition company to furnish all labor on the island, clamped down hard all island, enjoyes, who took part in the strike, which tied up work during a one-day show of, strength by the pile drivers. Seven pile drivers who served on the demonstration picket, line have been denied admittance to the island on orders of James Rickets, council busing the pile drivers are trained to withdraw affiliation with the Mariti Federation, composed chiefly of CIO unions.

CIO unions.

Meeting of traffic agents of Western

here last week resulted in a joint \$50,000 appropriation to advertise the fair as a stimulus to sky

### IT'S GEORGE HAMID'S **MILLION S PIER NOW**

Atlantic City's famed Young's Mil-

Athentic City's farmed Young's Million Dollar Pier lost part of its identity this week when George, Hamid and Sam. W. Gumpertz, topic it over and will reting it Hamid s. Pair will jointly operate pier on pretty much same basis, with addition of some new wrinkles.

Site was Jeased from estate of late Capt. Young on March 23 on a mine-year ticket, with options, for five additional years. Hamid is precident of, the sctup and the former Ringling, Barnum & Bailey general factotum will act as resident general manage. About \$150,000 is bejox specification by sheddy spits. Mest of doctoring up shoddy spots. Most of coin is being spent on the Hippo

drome. New enterprise will be partially opened Easter weekend with skele-too trew, and shows, opening on a large scale on Jime 23, when regular resort season begins. Name bands in ballroom, circus, acts and others at the Hippodygue, the film threatte, a new newbreel theatre a juvenile theatre, and special moderates is Hamid will be introduced.

### Mix Cracking Season

Bullywood, March 29: Hollywood, March 29, Tom Miss trained out last Sunday, 127) In Texarkara, Tex. where the Tom Miss Circus opens its 1938 sea-ton April 2. Outfit will pli. Texts dates for several weeks before analyzin into

other territory.

## Circus P. A. Stunt Boomerangs: Digs Up Femmes with Lion Taming Yen

#### Circusing a Horse Show

Regular annual horse show to music and costumes, put on by the second squadron of the Third Cavalry, U. S. Army, at Fort Myers, Va., may be moved to Madison Sq. Garden, N. Y., under the auspices, of Billy Rose: Producer is dickering to reproduce country's acknowledged prime horse event here, after it preens at Ft. Myers armory tomorrow (Thursday).

Mounted group is considered the finest body of horsemen in the counmounted group is considered the finest body of horsemen in the country and put on their annual shindig a la show biz. Stunt is not just a horsey parade, but a regular pageant with wives and families of the crew assisting where needed. No outsiders are permitted the show, which takes place just outside the Washington, D. C., locate of army base.

Washington, B. Ca to the base,
This year's parade will be called. Horses and Men Through the Ages.' It plays daily for four days after preeming, after, which time. Rose wants to bring it to New York.

### RINGLING-B&B SHOW **COMES IN NEXT WEEK**

Ringling Brothers, Barnum and Bailey circus opens at Madison Square Garden, N. Y., Friday next week (April 8), top feature being a 450-pound gorilla billed as Gargantua, Stories from winter quarters at Sarasota were to the effect that the beast plenty baid with propensity for throwing things. As a protective measure the gorilla's cage has been glass-enclosed.

Plans call for the entire show as put on at the Garden to travel intact for the season—included is Frank Buck, second feature. Wild animal acts will reappear in the show, featured by Perrell'Jacobs a lion tamer. An all new spectacle billed as 'Nepai' Brothers, Barn

An all new spectacle billed as Nepal' was designed by Charles LeMaire, who is billed, and executed by the

was designed by Charles LeMaire, who is billed, and executed by the Brooks Costume, Co.

John Ringling North, makes his debut at the head of the outfit with George - Smith, managing director, His brother Henry (Buddy) Ringling North is director of, public relations, and a director in the corporation control of which passed back to the Ringling family recently.

Roland Butter, however, Is again head man, handling the press with head man, handling the press with Frank Braden, top story man, succeeding the late Dexter Fellows, Gardiner Wilson will join the big show later, also, as: a story man, Allen J. Lester, formerly with the Hagenbeck-Wallace and other shows, sic contracting press, agent. Fred De Wolfe, who rejoined last swinter, is treastrer; and Ruy Mariowe, is again on the front door.

on the front door.
Fred Bradna resumes as equestrian director, with Pat Valdo in charge of performers. Former Sarasots on crutches, having broken his leg Cast was removed last week.

### R-B&B % to Mrs. Fellowes

A percentage of the take on open-ing night of Ringling Bries Barnum & Bailey circus at Madson Sc. Gir-den April 8 will go to late Dekter Fellowes' widow. Signe Another hunk being sticed to provide for a monument to late par near his home ut Greet Britain. C nn.

Amount of pricentage is not set intended to smoot at in the yet but Buddy North states it will be sizable. Will be set when brother Johnny arrives from Sarasofa, Fla., hondquarters, on Saturday (2).

### Canvas Up in L. A.

Lox Angeles, Morch 29.
Al.G. Bairnes, Sells Floto and John,
Robinson combined circ pulls in
Sunday, April 3, for a seven-day,
shand at the Washington-Hill. St.
grounds in downtown, L. A., after
which it moves to Fairfux and Third
Sts. in the residential district, for
thre days starting Sunday (10).

#### McCoy's Troupe East

Snowman Spilled
San Autorio, March 29.

J. R. Ring miniature train op and his troupe of 38, trained out lact his wife were badly out and brush when their and huncet, tritle 25 out of M. M. Coy's Wild West Show.

Out will will open in Chicago April 114.

Los Angeles, March 29 Planted primarily as a press agent gag in newspapers throughout the country, although there

basis back of the idea, a yarn sent out by Gardner Wilson a few weeks ago that the Al G. Barnes and Sell: Floto circus would launch a lion and tiger training school for women;

der the supervision of Mabel Stark, der the supervision of Mabol Stark, has assumed alterning proportions. Letters of application have been received from women and girls all over the country who want to take the wild animal straping course; and the wild animal straping course; and agreed to 100k as flooth the woulds are full of mbro ion and tiger trainers.

Purpose of the Barnes & Sells-

Plupose of the Burnes & Sejls-Floto management, in discussing the idea of training a few women eventual successor to Mabel-Stark, dean of cat landlers, was to determine if any such possibilities available. Wilson, the circus press agent, planted the yarn, with the Associated Press and other news syndicates, figured it would bring a few columns of newspaper space, and possibly one—two replies from curlous femmes.

Instead of one—two replies, as the circus had hoped for, women virtually every section of the union began flooding the mails with applications to join, or lor added information concerning the proposed.

mation concerning the proposed training course. Most of those who replied were women 30 years of age replied were women 30 years of age or older, although several more youthful did signify their desire to take up a life profession of training ligers, and lious. One girl, writing from Ruyville, Mo, told Miss Stark that although only 18, she has long been interested in wild animal training and requested to be advised mediately when the proposed school-would be launched.

mediately when the proposed school-would be launched.
Writing from Plattsburg, N. Y., an unmarried miss advised unqualifedly she would like to join the school and requested that she be advised how much the course would cost and how long it would take. From Bailey, N. C., another former said she would like to become a lion trainer and wanted full details rushed to her.

trainer and wanted full details rushed to her.

One interested prospect, writing from Scarborough, N. Y., addressed her letter to the Mabel Strick Tiger Training school, presumably, the belief that the announced cours was belief that the announced cours was already an accomplished fact. A school teacher in Bowling Green, Ky, wrote for full particulars and hundreds of other communications, most of them apparently from scrious-minded feinmes, have already been received by the circus management.

As a result of the interest aroused.

agement.

As a result of the interest aroused,
Miss Stark, one of the featured acts
with the Barries & Sells-Floto outfit.

with the Barries & Sells-Floto onthit this season, will, white in winter quarters at Baldwin Park, Cal, next winter, take under her wing a number of the young women and attempt to train them in the difficult feat of handling saine of the slawith which she twice daily cavorts under the big top.

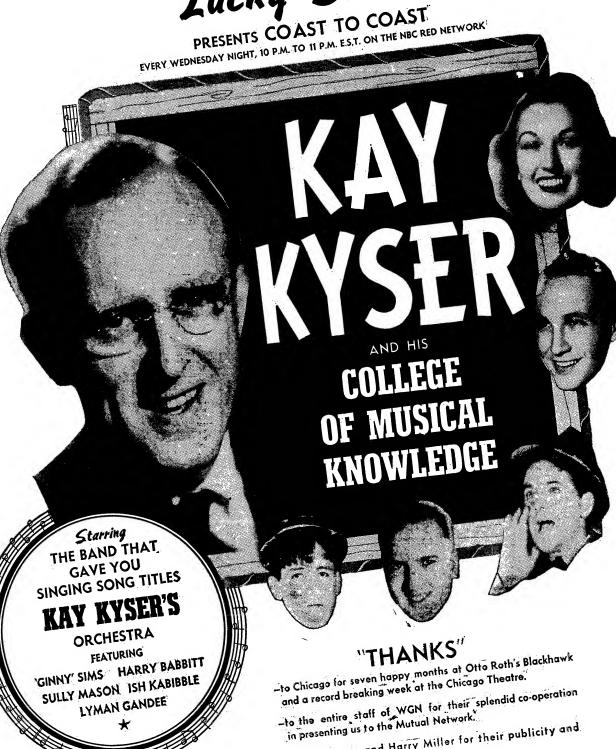
Obviously, the yarn is more thin gag, but substantial piece of news that not only editors, but their creders left for. That it brought unboked for results enimet be denied and just what its full effect will b is a matter that for the present must be only conjecture. Meanwhile, Will-sun has given outdoors attraction parks son has given outdoor attraction p.a.'s something to shoot at in the way of

## \$5.344.356 TAX TAP

Wishington, March 29,
Whopping the gage involving 1rde
Joh R sping, of the big typ, Rich,
ard Ir, Rimbing, also, diecessed, and
Charles, Ringling: Greige magnetics
or their estates, pestioned Bagri of
Tax Appeals. Sithin the week, for
redefermination, of alleged intense
for deligingies, lavining \$5,342,56,
With Uncle Sam claiming back tratage from the company of the state of \$2,777,152, around John
Ringlings founder of the significance in feet al-Washington, March 29

"Ringlings tounder of the 46 to 2 three discrepances in February Country of the 46 to 2 three discrepances in February Country of SU(577.152 and 530 cm, were three discrepances and the final three discrepances of the 45 to 45 three discrepances of the 45 three discrepances of three disc

# Lucky Strike



-to Lou Cowan and Harry Miller for their publicity and exploitation.

music corporation of america

MCA ARTISTS, LTD.

LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS

Scanned from microfilm from the collections of The Library of Congress

National Audio Visual Conservation Center www.loc.gov/avconservation

> Coordinated by the Media History Digital Library www.mediahistoryproject.org

Sponsored by
Department of
Communication Arts

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